International Consumer Fads

By

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Resumo

Este estudo tem como objetivo caracterizar o consumo de produtos de modas internacionais. Foi feita a revisão da literatura sobre os conceitos que podem ser relacionados com uma moda internacional. A revisão começou com o estudo do ciclo de vida do produto para avaliar quais são as características do ciclo de vida do ponto de vista da produção. As distâncias CAGE também foram estudados devido à particular importância das distâncias cultural e geográfica numa moda internacional. Quanto ao comportamento social, o comportamento de manada foi estudado para compreender o processo de tomada de decisão sequencial e também a influência do conformismo. Quanto ao produto, a forma como uma inovação é percebida também foi abordada.

Para saber mais sobre o assunto, foram definidos dois casos práticos de estudar: gin e sushi. Primeiro, há foram feitas entrevistas exploratórias a alguns restaurantes de sushi e bares de Gin no Porto, e utilizando o programa NVivo, os dados foram analisados. O estudo quantitativo começou por definir um modelo inicial com as variáveis que podem ter impacto no consumo de produtos dos casos de estudo. Com base no modelo inicial, foi construído e realizado um questionário, obtendo 143 respostas válidas. Após a validação usando o *SPSS* e simulação utilizando o programa *SmartPLS*, foram obtidos os resultados.

Os resultados verificaram o impacto positivo da necessidade de diferenciação no grupo no consumo de sushi e gin. A inovação percebida apenas tem impacto direto no consumo de gin. Uma moda internacional dura enquanto é diferenciadora para o consumidor. Algumas possíveis modas foram também discutidas assim como futuros estudos.

Palavras-chave: inovação, diferenciação no grupo, consumo de modas internacionais

Abstract

This study aims to characterize the consumption of an international consumer product fad. There was made a literature review of the concepts which can be related to an international fad. The review began with the study of the product life cycle in order to evaluate which characteristics a life cycle has from the production point of view. The CAGE distances were also studied due to the particular importance of the cultural and geographic distance in an international fad. As for the social behavior, the herd behavior was studied to understand the process of sequential decision making and also the influence of the conformism. For the product, the way an innovation is perceived was also approached.

To know more about the subject, there were defined two practical cases to study: gin and sushi. First there were made exploratory interviews to some sushi restaurants and Gin bars in Oporto, and using the software *NVivo*, the data was analyzed. The quantitative study began to define an initial model with the variables which can have impact in the consumption of the products of the case studies. Based in the initial model, a survey was built and conducted, obtaining 143 valid responses. After validation using the Software *SPSS* and simulation using the *SmartPLS*, the results were obtained.

The results verified the positive impact of need for group differentiation in the consumption of both sushi and gin. The perceived newness has direct impact only in the consumption of gin. An international fad lasts while it is differentiator for the consumer. Some possible fads were discussed and also further studies.

Key Words: newness, group differentiation, international consumer fads

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1 - Introduction

As the years pass by, we are witnessing a continuous change of the society, a change of its characteristics: tastes, education, cultures, priorities, demography, among others. These changes in the societies imply certain flexibility of the companies and adaptations of the products in order to meet the demand. As the demand changes along the time, there is a need to constantly introduce new products and some of the older ones, tend to disappear. This causes international fads.

This study aims to understand the characteristics each lead to the consumption of a product fad and if it is possible to relate the emerging of a fad to a country or group of countries.

To develop this study, the concepts of the different players of an international fad need to be studied: product, consumer and country. The product can have impact on the international fad, for example, in terms of its characteristics, innovativeness and response to demand. The consumer also plays an important role in the fad due to its social behavior and ability to adopt products. The countries are also very important to consider, mainly, due to the distances between the country of origin of a fad and the next country to receive it.

The relation between understanding the international fad and the concepts approached is expected to be described as a scheme in which the critical characteristics and roles of each one of the concepts is clearly defined.

There are some studies about global trends, but they are not applicable to these very enthusiastic international fads. So in the first part of the report there is a literature review about themes which can be applicable to this problematic. The first explanation about a product life cycle is the Vernon Cycle and it explains the spread of the international production. The product life cycle has its beginning in a developed country due to the investment in innovation and easy access to scientific knowledge. In the beginning the market recognizes added value of the product and the earnings are bigger. These conditions create demand for the product. But in the maturation stage, there is a need to standardize the product and reduce the costs of production. In this stage, the production is relocated to less developed countries (Vernon, 1966).

According to the CAGE distance framework, the spread of products depends on the differences and similarities between countries which are called distances. This framework

aims to define the distance between two countries in four dimensions: cultural, administrative, geographic, and economics. It is more likely to export to one country which has some characteristics similar to the ones of the origin country, than exporting to one country which does not have any. Having the same language, for example, in both countries can positively affect the international trade in 200% (Ghemawat, 2001). The herd behavior can also help to explain how the trends are developed. This model suggests that the decision making is sequential. It begins with one agent that takes a decision based in the available information. The next agent knows the decision of previous one, and without having the same information, takes the same decision (Banerjee, 1992).

As referred, there is not a model or an explanation for the international consumer fads. Regarding these research gaps about the international fads, this study aims to answer the following research questions:

- Which are the critical features of a success international fad?
- Is it possible to define a model of the internationalization of a fad?

The methodology adopted is the systematic combining, based in the grounded theory building. The systematic combining allows to a constant comparison between the theory world and the empirical world. The grounded theory building gives a comprehensive way of following defined research stages during the elaboration of the study (Dubois & Gadde, 2002; Pandit, 1996).

In order to better understand the subject of study, there were used two products as case studies: Gin and Sushi. Based on these case studies, some other concepts can emerge beyond the ones discussed in the literature review. The exploratory study was made using the case studies and the outputs were used to the quantitative study. Before making a survey, the initial model was built taking into account the literature review and the outputs of the exploratory study. With the results of the survey, and after the validation of the variables, conclusions can be made.

2 - Literature review

Fads are considered rapid and short-lived fluctuations, changing very quickly without apparent reason (Bikhchandani, Hirshleifer, & Welch, 1992).

It is more likely for someone to adopt a fad if they are pressured by a social context, if they have experience with other innovations, if the access is easy and if there is a significant external promotion to the fad. Fads are cyclical and not all are new fads. Sometimes what is promoted as a new way of thinking of acting is an appeal to return to practices of many years ago. The duration of the life cycle of a fad is continuously getting shorter along the years. The fads from the 1950s have a much bigger life cycle than the ones which appear in the 1990s, each succeeding fad has a shorter life time which results in a continually declining half-life (Carson, Lanier, Carson, & Birkenmeier, 1999).

When referring to the theme of an international consumer fad, the product is very important to the adoption of the fad itself. When adopting a new product, its innovativeness represents an important feature. Product innovativeness can be defined as the newness for the firm which produces it and the newness for the social system, it means the degree of product familiarity. There are two types of products: the really new products and the incremental new products. The really new products are the ones which create its own new product category due to its technology that has never been used before, the fact that is new on the market and can provoke significant changes in the industry. The incremental new products results from adaptations and refinements made in existing products or services (Song & Montoya-Weiss, 1998).

According to Hoeffler (2003), when consumers deal with a new product they experience a substantial uncertainty when trying to predict the products future utility. The knowledge about really new products is very limited when comparing to the incremental new ones. For the incremental new products the consumers have already some experience with products from the same domain which helps to understand the value proposal and functionality. The really new products require more learning to understand them, the firms need to show links between the product and its benefits. This can be made through mental simulations of other experiences that the costumer may have experienced and by making analogies to products of other categories or dimensions. So the best positioning for these products are the ones which allow minimizing the gap between the informed and the experienced utility (Hoeffler, 2003).

The study aims to understand how international consumer fads occur. Not necessarily really new products, but products that previously did not exist in the destination market. The literature review suggests subjects which are applicable to the theme of this report and help to understand which factors have impact in the internationalization and adoption of the product fads.

2.1 – Product Life Cycle (Vernon Cycle)

The Product Life Cycle, also known as Vernon Cycle, was the first study of the product life cycle evolution in an international level. According to Vernon (1966), new products are more likely to arise in developed countries. The easy access to knowledge in various scientific areas and the capacity of understanding them constitute an advantage when comparing to developing countries. However, there should not be an assumption that an equal access to scientific knowledge in the developed countries will result in an equal development of new products. The entrepreneur is responsible to evaluate if there is some knowledge that can be used to create a new product to meet the demand of the market (Vernon, 1966).

The knowledge by itself will not create new products. The entrepreneur is the keystone of the bridge which links the scientific knowledge and the market. Vernon (1966) also suggests that the geographical distance represents an important role in the decision making process. Considering that the consciousness about a certain subject or opportunity is defined by the way the entrepreneur receives and understands the communications, the ease of communication is very important. If all the communications were perceived in the same way, all the entrepreneurs would be equally conscious and the response would be the same. In this scenario, all the products would have similar characteristics and the price would be the most relevant aspect. Although the fact that today's technology enable communications worldwide, the home market still plays an important role in the innovation process. Normally, not only has the source of the stimulus for developing a new product existed in the home market, but also its development is made there. While developing a new product, it is easier for the entrepreneurs to interact with possible customers and to adapt their product along the way (Vernon, 1979).

Based on this, Vernon (1966) argues that for products with high income and the ones which can substitute capital for labor there is a product life cycle. This cycle has three stages (Figure 1). The first stage is characterized by the creation of new products.

As described above, there are some conditions that can increase the possibilities of creating a new product. The new products emerge in developed countries to meet the demand of the markets based on some scientific knowledge. Most of the characteristics of these products have been defined taking into account the demands of the local market. In this stage producers face a high degree of differentiation and a need for an effective communication with customers, suppliers and competitors. During this stage there is a high growth of the exportations from the home country and a high growth of importations in other developed countries (Vernon, 1966).

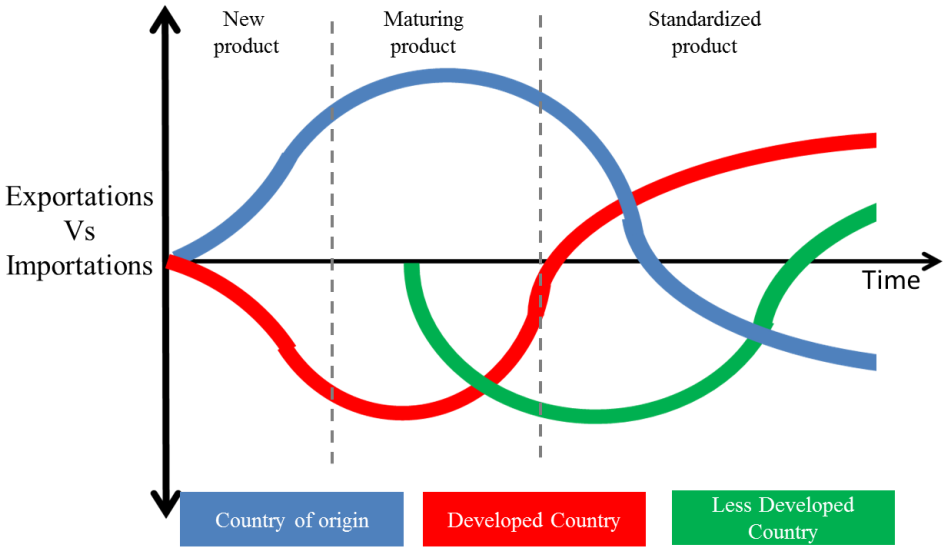


Figure 1 - Vernon cycle (Source: (Vernon, 1966, p. 199).

During the maturing product stage (second stage), the producers face a stagnation of the volume of exportations. At the same time, the other developed countries, due to domestic production, start to decrease importations. There is also foreign direct investment on less developed countries in order to use competitive advantages. The stage three is the stage where the product reaches a state of standardization. The costs of production begin to have more impact on the customer. Once the production costs are higher in the developed countries and the product is standardized, the less developed countries start to export the goods for the developed ones.

The product life cycle explains the different stages and which characteristics have each one of those three from the production point of view. But it does not explain which

countries are more likely to receive exportations during the new product stage or which less developed countries are more likely to receive production subsidiaries during the maturation and standardization stages. At this moment, the distance between the countries can have a very important role.

2.2 – CAGE distances

This framework identifies the key differences between two countries and characterizes them in four dimensions. There are many countries which seem to be closer but with the CAGE analyze of the distances the opinion changes (Ghemawat, 2007).

Very often, the companies become so dazzle by the size of the markets and the portion of it that has not been explored yet, that they forget important details. This initial fascination makes the companies forget the difficulties that arise while entering new markets which usually have very substantial differences. The very analytical tools, used by the management teams to take decisions about their international investments, case an underestimation of the costs of doing international businesses. The costs and risks are related to distances between the countries. In addition to the geographic distance, there are also cultural, administrative and economic distances that can decrease the attractiveness of foreign markets. When comparing the impact of a variation of an analytical value with the impact of factors related to distances, normally the impact of the last one is much bigger. As an example, a 1% increase of the gross domestic product (GDP) can increase trade between 0.7% and 0.8%. Doing business with a country that has the same currency can increase the trade between them by 340% (Ghemawat, 2001).

The administrative distance represents historical and political associations common to both countries that can affect the trade between them. If there is a link between a colony and a colonizer country, the trade can increase by 900%. Politics of individual governments are the most common barriers to the competition between countries. These policies can be implemented in the form of tariffs, trade quotas, restrictions on foreign direct investment (FDI) and preferences for domestic companies (Ghemawat, 2001).

The geographic distance increases as the physical distance between the countries increases. The farther the company is from a certain country, the harder it will be to do business. In addition to the distance in miles or kilometers, the size of the country, the demography or the countries transportation and communications infrastructures are also attributes that should be considered as geographic distance (Ghemawat, 2001).

The income of consumers represents the most important attribute of the economic distance. The different costs and quality of resources can cause an increase of geographic distance (Ghemawat, 2001).

Each country has its own particularities and characteristics which affect the way people interact. The cultural distances include some differences that can be easily perceived and others that are more subtle, more difficult to understand. Characteristics like language, race, and religious beliefs are easier to understand. Other like social norms or principles are difficult to understand and learn. There are also some features which can have different meanings in different countries. For example, Hindus do not eat beef because it is forbidden by their religion (Ghemawat, 2001).

This dimension is very important to take into account during the decision of internationalization, the degree of acceptance of one product can be positively or negatively affected by the local habits and behaviors.

2.3 – Social behavior

The social relations are very important to spread a product. As the CAGE model explains, the cultural distance has a big impact on the acceptance of the products due to some characteristics like the behaviors of the individuals. The social behavior aims to understand how persons interact to each other and which impacts can have some behaviors.

2.3.1 – Herd behavior

The herd behavior model (Banerjee, 1992) suggests that the decision making is sequential. It begins with one person that takes a decision based in the available information. The next person knows the decision of previous one, and without having the same information, takes the same decision. Banerjee (1992) suggests that this act of using the information contained in the decisions made by other individuals decreases the sensitivity to their own information and consequently each individual is continuously less informative to the others.

Banerjee (1992) gives a practical example that occurs to everyone. There is a group of 100 people need to choose one out of two restaurants, which are close in terms of distance, and they know that the probabilities of the restaurant A being better are 51% and for the restaurant B being better are 49%. These people will arrive in sequence at the

restaurants and will observe the choices made by the persons before them and then decide which restaurant they will go. Consider also that 99 persons of the group received signals that the restaurant B is better but the one person who got signal that the restaurant A is better gets to choose first. The first person will choose the restaurant A and the second person, who knows that the first one got a signal to the restaurant A, will also go to the restaurant A despite having received a signal to choose B. This behavior will influence the next person in line and despite having received information that the restaurant B is better, everyone will choose the restaurant A. The fact that the second person valued the behavior of the first person over the signal that he/she got in the beginning, discouraged the remain of the group to choose using the signals (Banerjee, 1992). As Melissas (2005, p. 517) notes "people do not go and eat in an empty restaurant". So fad behavior is related to the popularity (Becker & Murphy, 2001) and it depends of social network (Tassier, 2004).

The herd behavior is very often used to explain activities within the stock market, companies investments and the decision making process within the firms. If the manager of one firm chooses to invest in a particular technology, he/she will create a reputational externality. In consequence, other managers will tend to look for the same technology for reputational reasons. In the stock market the herd behavior can have a big impact in the stock prices when some investments are made by mimicking others instead of being made based on particular information. The action of buying or selling at the same time of others will amplify the stocks prices. This behavior is also called as "groupthink" (Schrfstein & Stein, 1990).

If in, a certain situation, an individual believes the group has some information advantage, he will follow the same behavior in hope to obtain the group information that he believes to be superior. The herd behavior can also be a need to fulfil the subconscious need to fit in a social group and get social acceptance (Seiler, Lane, & Harrison, 2014).

2.3.2 - Conformism

The modification of the behavior or attitude of an individual in order to harmonize the behavior of a group of people is defined as conformism. In this situation the individual accepts the behavior system defined by a dominant standard which is imposed implicitly (Cerclé, et al., 2001).

There are some conditions which can induce individuals to resist or to yield to group pressures. Asch (1951) conducted an experiment in which he proved that within a group, the majority on individuals can influence the minority ones. An individual is able, without any positive or negative reinforcement, to make a judgment which he knows is the opposite of the common sense (Asch, 1951; Cerclé, et al. 2001).

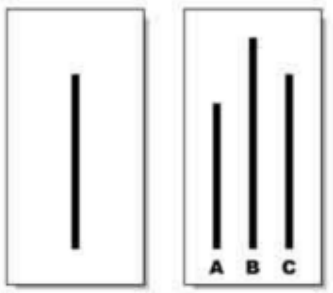


Figure 2 - Comparison lines used in the Asch experiment (Source: http://www.simplypsychology.org/asch-conformity.html (McLeod, 2008))

The Asch experiment consisted in simulating a visual accuracy examination. The voluntaries looked at eighteen cards, as the one illustrated in Figure 2, with four lines and then answer which of the three lines on the right as the same length of the one on the left. During the procedure there were eight individuals in the room, seven of which were part of the experience and had already combined a wrong response in advance. The eighth individual was the one put to the test and he was last one to give the response of which was the correct line. At the time of the response of the eighth individual, he had already seen the responses of the other seven. The results in the group of control, which did not have the influence of accomplices, only 5.4% made one or two errors in the evaluations. In the experiment groups, the error rate was 36.8%. The influence of the group was clear, the individuals preferred the choice of the group instead of their own opinion (Asch, 1951; Cerclé, et al., 2001).

The conformism proves that under certain conditions, the opinion of one individual can be changed in order to have a better acceptance within a group of people. But to have conformism of opinion, there is a need to clearly define what kind of behavior is the one to imitate. In a social system, these behaviors are defined by individuals who can be seen as leaders of opinion. If these individuals adopt an opinion or behavior, they will influence the others.

2.4 – Adoption life cycle

The growth of acceptance of a new product within a certain market along the time depends on the communication through certain channels to reach the members of a social system. This process is defined by Rogers (2003) for the technology market as the process of Diffusion of Innovations and it is constituted by four elements: the innovation, communication, time, and the social system.

The innovation stands for a service or product that is perceived as new by the consumer. An innovation can be adopted more rapidly than other if it is perceived by the consumers as having relative advantages, compatibilities, triability, observability and less complexity. The author suggests that, among these attributes, the compatibility and the relative advantage are the most important ones (Rogers, 2003).

The communication refers to the process of creating and sharing information by the participants. The communication process aims to reach a state of common understanding between the individuals involved. The communication channel connects the individual and the innovation and it is characterized by the means used to get the message from one individual to the other one. Mass media is a communication channel which stablishes a two-way communication between two or more individuals and its used is more significant at the knowledge stage. On the other hand, the interpersonal communication channels are more important during the innovation-decision process at the persuasion stage because they create strong attitudes held by the individual (Rogers, 2003; Sahin, 2006).

The third element of the diffusion process is time. Time is used to measure the performance in the innovation-decision process, in the innovativeness of an individual and in the innovation's rate of adoption in a system (Rogers, 2003).

The fourth element is the social system which stands for the cooperation between individuals in order to solve a problem and reach a common objective. The sharing of the same objectives between the individuals binds the system together. The social system can facilitate or cause difficulties on the process of diffusion. Social norms define behavior patterns which can constitute barriers to innovations and changes. These changes came from individuals who are considered as change agents or opinion leaders. The opinion leaders influence the attitudes of other individuals because they have an informal leadership in the social system. This position is not formally imposed, it is earned by the competence, social accessibility and conformity to the social system's norms. Usually the

change agents are professionals who promote innovations. They have university degrees, professional training and use effective communication to promote the innovations (Rogers, 2003).

The process in which an individual starts from getting the first knowledge of a new product until he/she confirms a decision is defined as the innovation-decision process. The process has five steps. First the individual learns about the innovation and its characteristics. In the persuasion stage the individual defines its attitude as positive or negative towards the innovation. The next stage is the decision, when the individual takes activities which lead to an adoption or rejection of the innovation. The implementation stage occurs when the innovation is put into practice and it is in this stage that a reinvention can also happen if the user modifies the product. The last stage is the confirmation and at this point individuals seek for support usually to confirm their decision (Rogers, 2003; Sahin, 2006).

The technology adoption life cycle is used to classify the market and the way the individuals react to the launch of a new product. According to the sensitivity to the risk the consumers tend to adopt certain common behaviors which allow the definition of classes of consumers (Meade & Rabelo, 2004).

2.4.1 – Adopter Categories

The effect that innovation can have on the consumers' considerations is very important. The concept of consumer innovativeness is an instrument used in the study of the consumer decision processes, so it has a big importance when studying the diffusion process. Rogers (2003, p. 22) says that "Innovativeness is the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than the other members of a system". The higher the degree of innovativeness, the easier and quicker is the acceptance of new products by the consumers (Kim, et al., 2012).

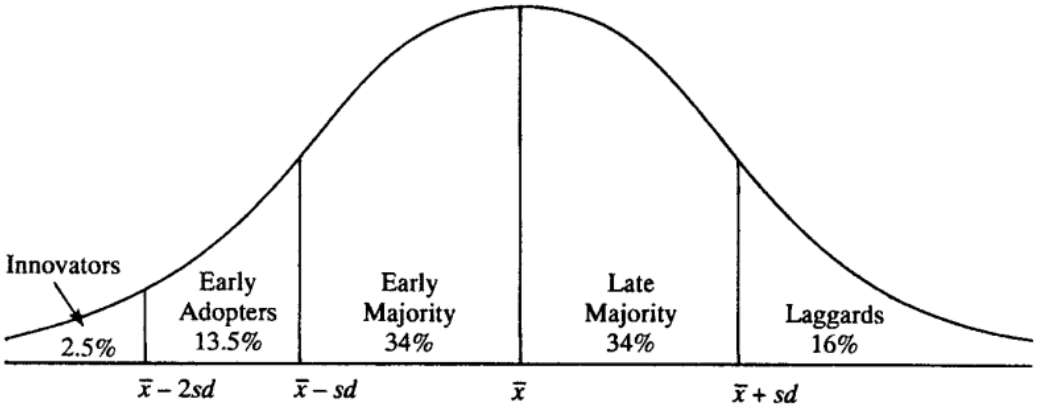


Figure 3 - Adopter categories along the time (Source: (Rogers, 2003, p. 281)).

The Figure 3 shows the distribution of adopters based on the evolution of the innovativeness of the individuals along the time using a normal distribution. The degree of innovativeness of the individuals, Rogers (2003) divides them in five adopter categories: innovators, early adopters, early majority, late majority and laggards. The dimension of each category has a standardized percentage of individuals. (Sahin, 2006)

Innovators are individuals who are prepared to deal with uncertainty about the innovations because of their will to experience new ideas, they are considered cosmopolites. They bring new ideas from outside the system and because of these relations outside the system together with the adventure spirit may cause a lack of respect by the other individuals of the system itself (Sahin, 2006; Rogers, 2003).

The Early adopters are more integrated when comparing to the innovators. The adopters from this category are considered to have the highest degree of opinion leadership. Other members of the social system come to the early adopters to get advices and information about the innovations. As leaders of opinion, they can decrease the uncertainty about an innovation by adopting it. Therefore, they represent a very important role in the diffusion of the innovation (Rogers, 2003; Sahin, 2006).

When the early majority adopts an innovation, the percentage of the system that has already adopted the innovation reaches the 50%. So the early majority adopters are the ones who adopt the new ideas before the average individuals of the system. They do not have leadership roles but their social interaction and interpersonal networks are good and important in the innovation-diffusion process (Rogers, 2003; Sahin, 2006).

The late majority adopters are more skeptical about new ideas, the pressure from colleagues and economic necessities can lead to the adoption of the innovation. This uncertainty about the new ideas can be reduced by persuasion from their peers through their interpersonal relations (Sahin, 2006).

The laggards are more skeptical about innovations than the late majority due to their traditional view. This is the category which has less interpersonal networks and the networks that exist are between members of the same category. The members of this category need to make sure that the new idea works before adopting it due to their lack of resources and awareness of innovations. The period between knowing the innovation and taking the decision is long when comparing to the other categories (Sahin, 2006).

Due to the characteristics of the categories, there is a big difference between the early adopters and the early majority individuals. This difference causes a chasm in the product sales and market share and it is in this phase that many products fail. To avoid this situation some actions, for example change product positioning or distribution, should be taken. Taking into account the risks for the adoption of the product due to the differences of the individuals, the technology adoption life cycle stands as a very important tool to determine the product and marketing strategies (Meade & Rabelo, 2004).

2.5 – Perceived newness

According to Dinnin (2009) the newness of a product can be defined as a perceived aspect of the product. Besides the sense of ownership, the appeal for new possessions can give a short-term sense of additional distinctive value for the consumer. So the perception of newness is considered to be an important part of the consumption experience. The performance of the product can be positively influence by the sense of uniqueness, originality and innovativeness. Newness can be considered to be a signal of quality or benefits. So the search to quality signs in the dimensions of reliability, durability and serviceability can lead the consumer to perceive newness in the products. The newness leads the consumer to additional trials of the products, to enter in tendencies of seeking for product variety or even to repeat acquisitions of products that satisfy effectively the consumer. The perception of newness can be determined by three factors: the situational product involvement, sense of the product as pristine and physical possession (Huang & Tsai, 2014).

To reach a sense of newness, the situational product involvement is necessary but not sufficient. According to Dinnin (2009), the product involvement is defined as the interpretation of the product by the consumer. The product itself cannot determine the involvement. The involvement is determined by the behavior of the consumer towards the product in terms of consumer's level of interest, arousal, enthusiasm or excitement. The situational involvement can be experienced during the search activities done before the purchase, during the purchase itself, and after the purchase while the consumer still feels the excitement of having a new product. However, by definition, this involvement tends to decline over time. The peak of temporary situation involvement normally occurs when the decision of purchase is made.

A pristine product is a product that the consumer perceives as in its ideal form. So the second determinant of newness is the perception of the consumer that the product is in its perfect form in order to sense that the product is truly new. The product physical appearance is considered to be the central channel for the formation of consumer relationships with the products once it is the first product's characteristic which connects with a potential buyer. Superior designs can mark distinctions from product's competitors and help to gain recognition within the consumers. The consumers want to purchase products which are perfect in their physical presentation. Once the product appearance is so important and it is considered as a signal of product quality, the presentation of a product and its packaging play an important role in the transmitting to the consumer a sense of a perfect product (Dinnin, 2009; Bloch, et al., 2003).

The third factor which determines the newness is the sense of possession. The consumer needs to possess the product to sense its newness. This gives the consumer the opportunity to sense the pleasure of the possession experience and be aware of its usefulness. The possession also allows the consumer to sense of being the first to use the new product, which is very important to the consumption experience (Dinnin, 2009).

The perceived newness can begin in the pleasure of the ownership of a new product. The physical appearance of the product as perfect gives a sense of pleasure to the consumer immediately after the acquisition of the new product. Additionally, the situation involvement gives a short-term sense of excitement related to the acquisition of the new product. The value associated with the pleasure experienced by the consumer in this phases creates the emotion associated to brand new products (Dinnin, 2009).

2.6 – Conclusion

The literature review revealed some important concepts to consider in the definition of the international consumer trend model.

The product life cycle theory, defended by Vernon, states that a product is created in a developed country and when the product reaches the maturation phase, the production is gradually relocated to less developed countries to reduce costs. In the case of the internationalization of a product, it is not mandatory that the country of origin is a developed one. But there can be a relation between the stage of development of the product in its origin country and the moment of exporting to another country. This moment can be linked to the current stage in the origin country, which helps to define when the internationalization happens. When the product reaches the maturation phase in the origin country it is more difficult to expand, so the exportation becomes as need to keep the growth of the product.

The CAGE framework defends that the lower are the cultural, administrative, geographical and economic distances between two countries, the easier it is to do business. This analysis is very important to choose the destination of the internationalization of a product. The cultural aspect plays an important role within the CAGE analysis because of its impact on the social behavior and consequently on the product adoption. As seen in the introduction, real new products require more learning of the product. In the positioning of a real new product, the cultural distance is important to reduce the gap existing between informed utility and the real experienced utility. The habits and traditional cultures of a certain country can have a particular big impact on products of the food industry, like the ones which will be studied later.

The growth of the product in the new country, depends on its acceptance. The technology adoption life cycle classifies the social system in five categories: Innovators, early adopters, early majority, late majority and laggards. This classification considers the degree of innovativeness along the time. The early growth depends on the capacity of opinion leadership of the early adopters, the more successful it is the faster the growth will be. It is important to consider in the study of the international consumer fads that not only the social systems contain different groups of individuals which have a more innovative view or a more traditional view, but also the opinion of some groups can be influenced by others.

Both CAGE framework and technology adoption life cycle consider the social interaction represents an important role in the acceptance of a new product. The social behavior can influence negatively or positively the success of the new product. The herd behavior causes an increase of the acceptance of the product by the individuals of the social system. This requires a leader of opinion, a set of early adopters who can define and give confidence to the rest of the other members which compose the social system. The conformism approach defends that, under certain circumstances, the opinion of an individual can be manipulated and changed. The way a social system is composed, the way people can behave and how people can be influenced can explain how the success of the destination country occurs.

The type of product is also very important to consider. The incremental new products have a lower degree of uncertainty in its adoption when comparing to the really new products. It is easier to have incremental new products adopted by the costumers when comparing to really new products. If the product has technological innovation base, it is important to demonstrate how better it is comparing to other ones. In the case of product fads is more difficult to understand what makes them massively adopted.

To better transmit the new product or the incremental new product to the customers, the way of implementing and presenting is determinant. In order to a sense of perception of newness be achieved by the customers, there is the need to be aware of the three influencing factors: the situational product involvement, sense of the product as pristine and physical possession. In other words, the customer needs to be attracted to the product by its appearance and feel a sense of added value. This sense of added value should change the attitude of the customer towards the product. Finally, after possessing it, the feeling of excitement about this process needs to be felt by desire for it before having possession. The possession of the product gives excitement which contributes to an emotional connection with the new product or brand.

Based on the theoretical information, an initial model was built and is illustrated in the Figure 4. The features which can influence positively consumption of a product are: the degree of newness, the CAGE distances and the social behavior. The degree of newness influences the consumption by the sense obtained by the consumer of added value. The higher the perception of newness, the higher the positive impact on the consumption. As for the CAGE distances, the distance between the countries can also

have a big impact in the consumption. The closer culturally, administratively, geographically and economically, the higher is the positive impact on the consumption. The social behavior can have positive impact if there is an opinion leadership and a herd behavior. So, Social behavior plays an important role in two ways. First, the higher the degree of innovativeness of the individuals and the capacity of opinion leadership impacts positively in the social behavior. The herd behavior relies on the sequential decision process to justify that the majority of the individuals will follow the first ones. So if the first one as a high degree of innovativeness and if the herd behavior is present in the group, the social behavior will have positive impact in the consumption.

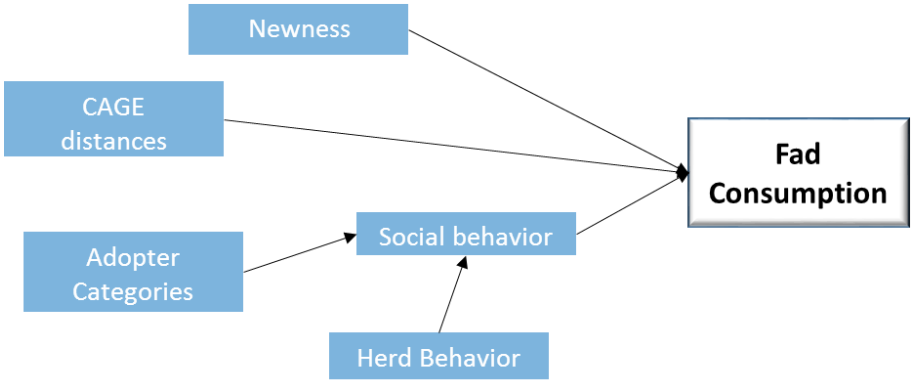


Figure 4 - Initial model based in the literature review.

3 – Methodology

In this chapter the investigation methodology will be presented. After the theory introduction the activities which lead to the answer of the question of investigation are presented here. The methodology is divided in two parts: the exploratory study and the quantitative study.

The exploratory study aims to understand the question of investigation from the point of view of the supplier of the products. This was made by the means of interviews with owners of restaurants and bars. The goal was to identify possible variables to use in the quantitative study.

The quantitative study was made by the means of survey but this time, instead of asking the suppliers of the products, the data was collected from consumers. This data was tested and simulated with the Partial Least Square model. The software used was the SmartPLS. With the simulations, the results of the study were obtained in order to elaborate the conclusions and answer the question of investigation.

3.1 – Systematic Combining

According to Dubois and Gadde (2002, p. 560), "learning takes place in the interplay between research and discovery". The goal of the study is to learn from the existing information about the subject and then confront it with empirical data to reach the answers for the research questions.

The methodology adopted is the systematic combining. In this method there is a continuously comparison between the model world and empirical world. This process allows the research issues to be successful reoriented when confronted with the empirical data. The systematic combining process is composed by two processes, the first one is matching the theory with the reality and the second one is the direction and redirection of the study. These two processes affect each other by four factors: reality, available theories, the case and the analytical framework (Dubois & Gadde, 2002).

In the systematic combining process, there is a need to constantly compare the empirical observations with the theory and going back and forth from various activities (Dubois & Gadde, 2014). This approach is based in the grounded theory methodology.

Pandit (1996) defines the process of grounded theory building as being constituted by five analytical phases: research design, data collection, data ordering, data analysis and literature comparison.

Combining the phases of the systematic combining and the ones of the grounded theory building and the result is described in the Figure 5. Both of them consider a confrontation of the theory with the empirical data. In the systematic combining, the confrontation is made constantly. In the case of the grounded theory building, during the data analysis phase there is made some confrontation between the data and the theory. After reaching a closure, it is made some confrontation with similar frameworks.

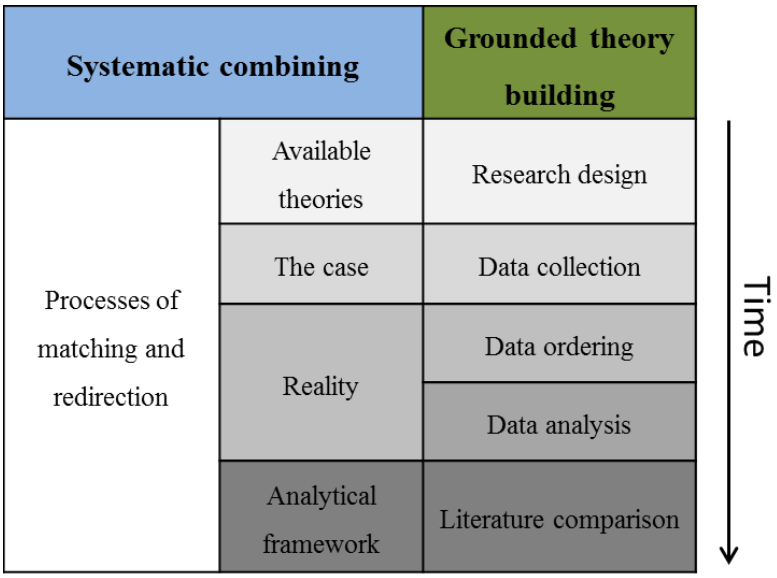


Figure 5 - Research methodologies phases: systematic combining and grounded theory building.

The methodology used will be the flexibility of the systematic combining but following at the same time the sequence of the grounded theory building.

3.2 – Case studies

The literature review demonstrated that there are some theories which can explain some characteristics of the consumer fads. However, it is important to analyze practical cases not only to verify the theoretical information but also to gain awareness of other factors which can be as much or even more important to the success of an international

fad. The case studies used should be products which are currently a fad. Based on observations of the market, the case studies chosen were gin and sushi.

3.2.1 – Gin

Although Gin is known from the public for many years, it seems to be a recent fad which everyone talks about. Somehow this product gained importance and notoriety in recent years. By the amount of people seen in the bars having gin, the TV interviews and social networks posts, looks like it is fashion product to have.

In order to verify if it is indeed a fad or not, the evolution of the consumption in Portugal. The Figure 6 shows that it seems Portugal already had a peak of consumption in 2003. However, it is since 2012 until nowadays that Portugal has the biggest imports and exports of Gin. We can assume that we are now witnessing the fad of Gin once it is nowadays that the Portuguese consumption is at its highest value.

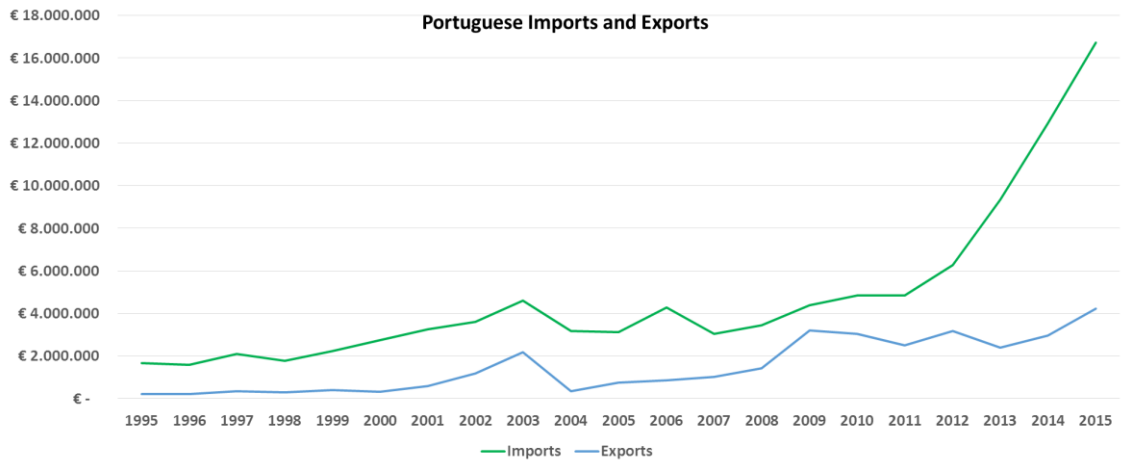


Figure 6 – Evolution of Imports and Exports values (€) of Gin and geneva (excluding alcohol duty) (Source: Eurostat, 2016).

To know if there is any tendency between the European countries, their values of the imports and exports were also analyzed. It seems that the United Kingdom is the European creator of the Gin Fad. In 2015, their exportations value was 581.495.770€ which is almost sixty times higher than their importations value. As in can be seen in the Appendix A, the success of Gin in UK seemed to start in 1997, when the value of exportations reached 244 million of euros representing an increase of 260% when comparing to the previous year. The values of exports remain relatively stable until 2010,

year in which an increase of the exports started again to grow in average 10% per year until the recent values of 2015.

Bellow, the Figure 7 represents a simpler version of the graph of importations of some countries illustrated in the Appendix B. When comparing, in the Figure 7, the values of importations of Portugal, France, Germany and Spain it seems that from this countries, France and Germany were the First one to have a peak of Gin consumption in the years 2001 and 2002. The next country to have a peak of importations was Spain, whose peak started at in 2004 (secondary axis). This one has a great dimension and lasted for 4 years. In 2009 and 2010 there is another peak of importations of Spain, Germany, Italy and Netherlands. However, only Germany and Netherlands has a consistent growth until today. The last peak is in 2013 with growth of the sales of Portugal, Italy and Belgium. The last country to have a considerable increase of sales of Gin is Denmark, in 2015.

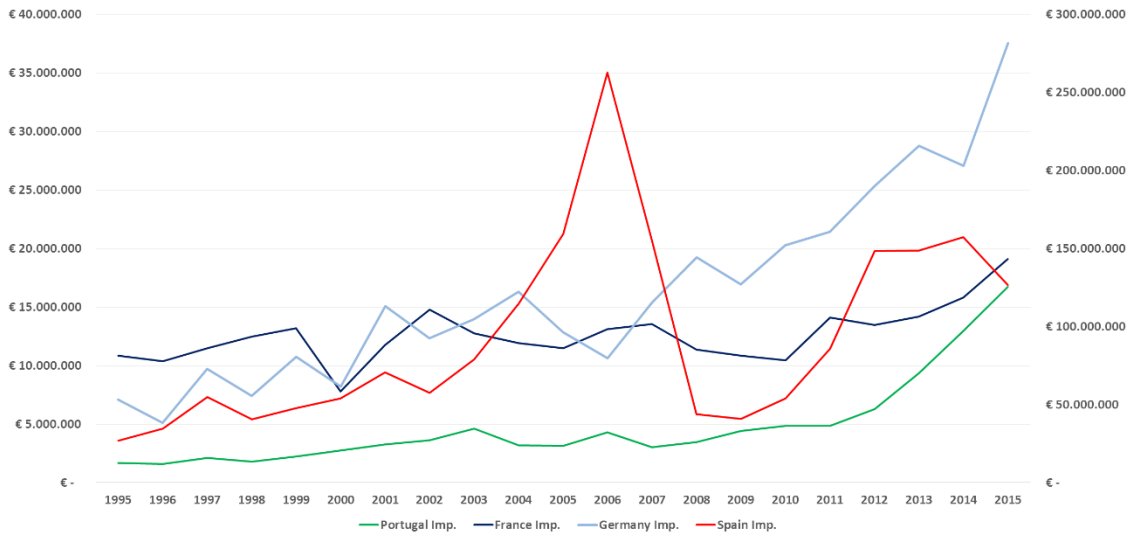


Figure 7 - Evolution of Imports and Exports values (€) of Gin and geneve of some EU countries (excluding alcohol duty) (Source: Eurostat, 2016).

All of these countries are passing into a peak of consumption of Gin nowadays. However, it is important to notice that Spain has decreased its rhythm of growth even with the increase of exportations and production, by of thirty millions of euros. But it is not enough to consider that this fad is still growing in Spain. It seems that reached a point of stagnation.

3.2.2 – Sushi

The about sushi sales is not available in the normal statistics reports. The type of products the restaurants are not exclusive to the sushi industry, so the values of exportations of fresh fish, prepared fish, among others, cannot be used. So the research need to be more about news and other resources.

According to Bestor (2000), the sushi had origin in Japan and appeared in the United States in the 1960s. After the World War II, some articles about sushi started to emerge in magazines in the United States. In the 1970s the popularity was growing and the sushi was turned into a sign of class. However some Americans did not like the idea of eating raw fish. To overcome this problem in 1973 the California Roll was created. This piece consists in a sushi roll of crab meat and avocado in an inside-out sushi roll. The success in America started to have impact in Europe and by 1990s several restaurants began to open in United Kingdom. In Portugal the group of restaurants "Sakura" are present since 1998 (Yahoo!, 2012).

The current popularity of sushi can be analyzed by the search trends of Google shown in the Appendix C. August of 2016 was the month when the number of searches for sushi, as a type of food, were the highest. The interest rate measures the relative interest when comparing to the month with the highest number of searches. In Portugal, the interest was around 25% from 2004 until August of 2011, when it began to grow until reaching the 100% in August of 2016. Once the increase of the interest was almost 75% in 5 years, we can confirm the fad of sushi in Portugal.

When comparing the results of Portugal with Italy, there is similar interest behavior once it was around June of 2011 that the interest grown from 25% until reaching the 100% in February of 2016. Spain began to grow its interest from 25% in June of 2009 until the reaching the maximum value in August of 2015. This means that Spain took one more year to reach the maximum interest, however, the growth of the interest started two years earlier than in Portugal.

France and the United Kingdom have a totally different behavior in terms of interest. The maximum interest was reached by France in February of 2016. However the barrier of 25% of interest was crossed in August of 2007 and the aspect of the growth is stable, once three year later the value of 50% was crossed and from 2010 until 2016 is been maintained above 50%. As for the United Kingdom, the interest is above 25% since

the beginning of records in 2004. In January of 2009 the 50% were crossed and the maximum was reached in February of 2016.

This results mean that the fad of sushi reached the United Kingdom around the 1990s with origin in the United States. After that, from around 2007 the fad begin to have a continuous growth of interest in France. Before reaching Portugal or Italy, the sushi began to gain interest in Spain in 2009. In the summer of 2011 the sushi fad began to be notice in Portugal and Italy.

3.3 – Exploratory study

In order to better understand how a consumer fad emerges there is the need to know what drives the public to consume certain types of products. Therefore, there were made some exploratory interviews to sushi restaurants and bars owners.

3.3.1 – Exploratory interviews

An informal interview helps to know more about the subject, to know which aspects are relevant to the question of investigation. The interviewed should give some hints and ideas to develop hypothesis. These open interviews were made to persons which, due to their position, have a good knowledge of the investigation: restaurants and bar owners (Quivy & Campenhoudt, 1998).

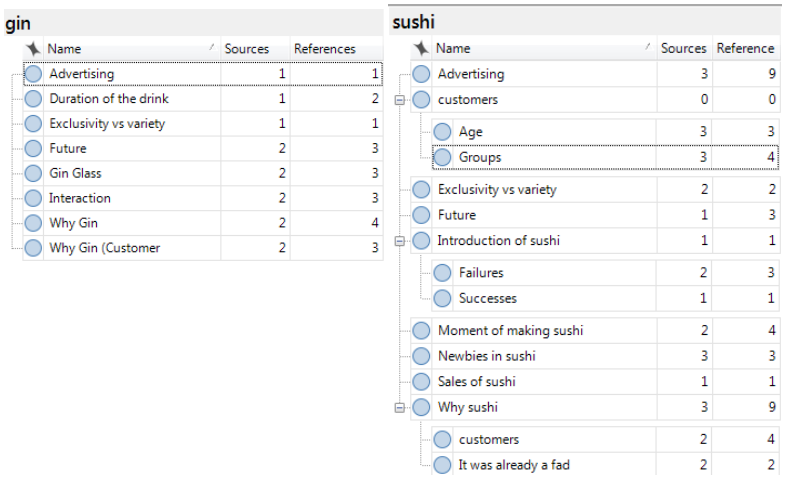
Table 1 – List of the businesses whose managers were interviewed.

Name	Business	Reason to interview
BH Foz	Sushi, Italian, a la carte, Gin	Recent adoption of sushi (2014)
Sakura	Sushi	First adopter in Porto (2004)
Terra	Sushi, Mediterranean	Third adopter in Porto (2005)
Porto Tónico	Gin, cocktails, other beverages	First house of Gin (2011)

As seen in the Table 1, there were several interviews to different business with different opening years which are identified between parentheses in the right column. The types of products studied were sushi and gin.

3.3.2 – Results

The results of the interviews were organized with the software NVivo. After transcribing the interviews, the main subjects were identified as nodes. The nodes of each type of product are described in the Figure 8.



gin

Name	Sources	References
Advertising	1	1
Duration of the drink	1	2
Exclusivity vs variety	1	1
Future	2	3
Gin Glass	2	3
Interaction	2	3
Why Gin	2	4
Why Gin (Customer	2	3

sushi

Name	Sources	Reference
Advertising	3	9
customers	0	0
Age	3	3
Groups	3	4
Exclusivity vs variety	2	2
Future	1	3
Introduction of sushi	1	1
Failures	2	3
Successes	1	1
Moment of making sushi	2	4
Newbies in sushi	3	3
Sales of sushi	1	1
Why sushi	3	9
customers	2	4
It was already a fad	2	2

Figure 8 – Results of the exploratory interviews
(Print screen from the NVivo software).

The results show that there are some subjects already studied by the literature review and others that were not mentioned before. The way the products emerged and the current state of some show that a product, according to the Vernon Cycle, has a phase of growth, maturation and standardization with a decrease of the sales. The CAGE distances explained also the way some of the products emerged in Portugal, and the most important distances were the cultural and geographical. About the herd behavior, it was mentioned that the popularity of the products improves its consumption. The social networks and the group behavior were referred has very important for the success of the products.

However, some new subjects appeared. The degree of newness of the product perceived by the consumer, as referred in the literature review, is important to measure. In the interviews the degree of newness was also mentioned, in the way of how different is the new product from the existing ones and if there is a need to have or not a local adaptation.

The moment associated to the preparation of the product was also referred as an important feature. The presentation of a product and the way it is done seems to be

something that appeals the costumers to choose and consume the products. The beauty, the vivid colors, the different glasses, the interaction with costumers, among others seem to influence directly the consumption.

The pursuit of the individual for group differentiation is also very important. There seems to be a need of the consumer to try things that his friends have not tried yet. It seems to give the costumer a sense of being a product connoisseur and innovator to the group of friends. The social networks have impact in this point, due to the need of the costumer to share with his friends these new and different experiences.

3.3.3 – Discussion

As mentioned before, the practical cases will be the fads of sushi and gin. There have been made several interviews to owners of sushi restaurants and gin bars in Porto. The idea is to understand how these products are so well known and succeeded. First there is the need to know the motivation of the owners and the implementation processes of these products including failures that occurred on the way. The aspects of the products that make the customers buy them and stay faithful to them is also very important to understand.

In terms of motivation, in the case of the older sushi restaurants, the idea of opening a sushi restaurant emerged from witnessing the success of sushi in other countries like Japan. The older restaurant in Porto opened twelve years ago. At the time of the implementation of the first sushi restaurants there was not a demand for this type of food, the opening of restaurants of a new type of food aims to create demand from the increase of the supply. Both of the two oldest restaurants interviewed struggled at the beginning to gain costumers and open a restaurant exclusive of sushi was a mistake due to the difference of the Portuguese traditional food relatively to the sushi. The main differences laid in the fact that the sushi is manly constituted by raw fish and there was some reluctance to the eat food without being boiled or normally seasoned as the traditional food. To overcome this problem, both of restaurants changed their menu to include cooked food. One added Chinese food, the other one added Mediterranean food.

The newest restaurant interviewed included sushi in their menu two years ago. This decision as due to the success that they witnessed in other restaurants, so the demand was already there. The approach of sushi in Portugal seems to not have a fully dedicated menu to one type of food.

About the costumers of sushi, the feedback is that the presentation of the plates is much appreciated. The plates are very colorful and the social media represents an important role in this situation. There is a personal need of sharing these moments with the network friends and the search for a continuous differentiation and to share things that are not usual gives sushi a very important role in this process. The moment of the preparation of the plates is also appreciated by the costumers and very entertaining. To demonstrate this, one of the owners said that in the tables that are near the sushi man there is no people checking out their smartphones. They only use them to share the pictures of the plates and after that the interaction with the sushi man makes this experience even more enjoyable.

As for the Gin fad, the motivation of the owners of the first bars was similar to the sushi ones, there was no offer of this product. One of owners interviewed, opened a gin bar in Porto four years ago. This opening was due not only because of the lack of gin bars in Porto, but also because they already have a restaurant in Madrid and gin was already a success there for 4 years. They brought key learnings of the product from Madrid and then installed a bar in Porto with gins, porto wine with tonic and other cocktails. The newer bars have been including gin in the last years because the demand is already there. The drinks menu of the bar has various beverages such has beer, whiskey, or vodka, it is not dedicated exclusively to gin. When asked what makes the costumer chose and enjoy the gin with tonic, the answers of the owners were mainly the interaction, the glass used and the need of the costumers for something different. About the interaction, the moment of the preparation of the beverage is very appreciated by the costumer because of all of its components and different combinations of them with the high variety of gins. The glass itself is also referred many times as the aspect that changed it all. Before the glass used was a normal one, used for other drinks as whiskeys, vodkas, among others. Suddenly the gin glass, has illustrated in the Figure 9, emerges with its circular shape which is quite different from the other glasses.

Figure 9 – Standard Gin Glass
(Source: http://www.estadoliquido.pt/pt/garrafeira/go/CopoGinCubataBistro70cl (Estado Líquido, 2016)).

This gave the customer two main things: the visibility and the increase of the time for enjoying the beverage. The particular shape of the glass claims curiosity and attention within a group of individuals. The glass is usually beautified and, due to the increasing role of the social networks, it becomes a reason to share the image and also the place where it is made. The fact of the glass shape is more rounded, makes its capacity bigger. Once the capacity is bigger, the beverage takes more ice blocks to keep the beverage cold. This also increases the duration of the enjoyment of the beverage.

3.4 – Quantitative study

According to the results of the exploratory interviews, a product fad emerges due to a group of situations. The country of origin plays an important role. There are certain countries that are closer or farther than others, not only geographically but also culturally. The product needs to have a certain differentiation from the rest of the products. This differentiation can be evidenced not only by its characteristics alone, but also but the way its presentation. This differentiation should mark a rupture with the other products and it should be the trigger to a great success. However, a fad cannot emerge by its own, there cannot be a complete rupture with the normal products supplied. So a new product should be introduced within an existing group of products already known by the customers. The product and/or the trigger needs to give the customer a sense of differentiation to the others members of the social groups. The fad can be more or less successful depending on the acceptance by the remaining individuals of the groups.

In order to design the survey, it is important to know what to ask. It is important to define a model based in the exploratory interviews which will be the base to design the survey. Before that, is important to know which type of variables are used in a model.

3.4.1 – Definition of variables

In order to build a model there is the need to understand what contributes to the research question and in which extent. The contributions are made by variables which are defined as empirical characteristics that can take more than one value or intensity. If a certain contribution could only take one value, it would be a constant and not a variable. In order to give a constructive contribution to the model, a variable must be measurable and relate to one concept only (Sarantakos, 2013).

There are different types of variables, but the most basic distinction is the one between independent and dependent variables. The dependent is influenced by the independent variable. Any change in the dependent variable does not affect the independent variable. However, the same variable can be an independent variable in one project and a dependent variable in another one (Bryman, 2016; Denscombe, 2014; Sarantakos, 2013).

According to Bryman (2016), if the investigator does not find a direct relation between two variables, there can be a third intervening variable described as the mediating variable. The example given is that there is no direct relation between the people income and their vote behavior. But people with different incomes can vary their political attitudes which can have impact in the vote behavior. In this case, political attitudes is the mediating variable. A mediator variable explain the impact of the external events have on internal psychological significance (Baron & Kenny, 1986).

A moderating variable is the one that affects the relation between an independent and a dependent variable in terms of strength and/or direction. The moderating variable defines when, how and why certain effects occur. It is almost like a secondary independent variable which drives the impact of the independent variables (Baron & Kenny, 1986).

3.4.2 – Initial model

The classification of the variables is very important to construct the model of the consumption of a product fad. Based in the information of the literature review, complemented with the exploratory interviews result it is possible to define the model.

So, in order to answer the research question "which are the critical features that define a model of internationalization of product fads?" the Figure 10 demonstrates the variables of an international fad.

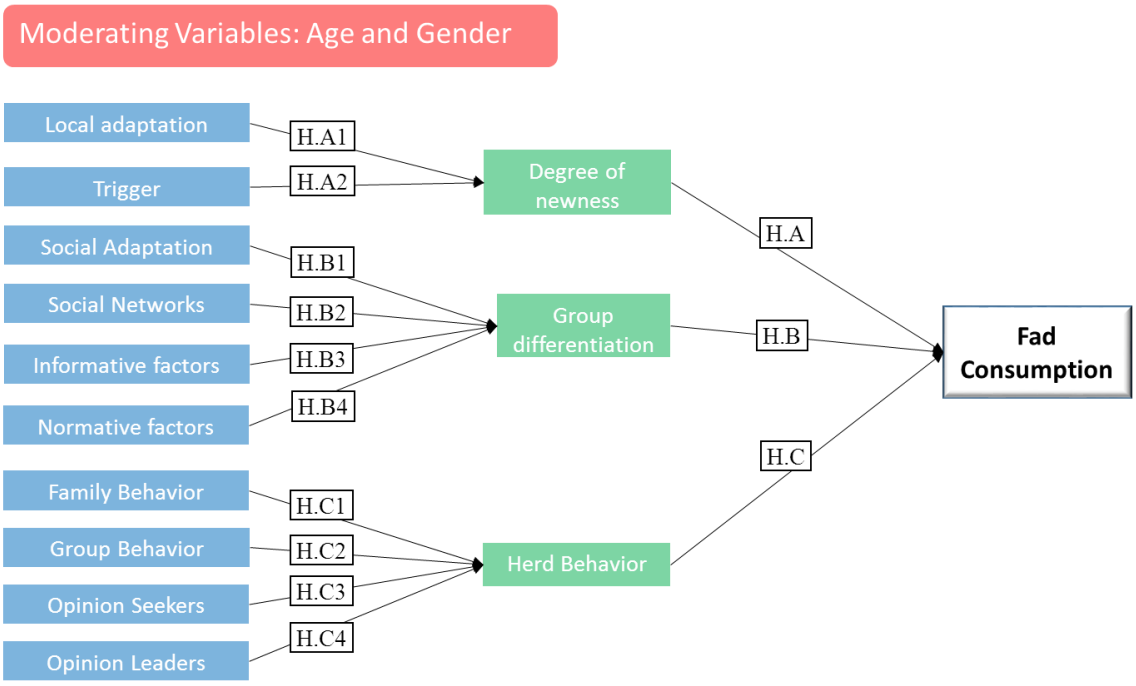


Figure 10 – Variables of an International Fad Model.

The Hypothesis A stands for the positive impact of the perceived newness in the consumption of the fad. The newness can be positively affected by the local adaptation (A1) of the product and by the trigger (A2) associated to the implementation of the product.

The Hypothesis B represents the positive impact in the consumption caused by the need of differentiation of the consumer. The differentiation of the consumer is positively affected by ability of the consumer to Adapt Socially (B1), by the Social Networks (B2) and also by the Interpersonal Influence. The interpersonal influence is constituted by the informative factors (B3) and by the normative factors (B4).

The Hypothesis C refers to the positive impact of the Herd Behavior in the consumption of the product. The Herd Behavior is positively affected by the Group Behavior and by the Opinion Leadership. The Group Behavior is constituted by the family

behavior (C1) and by the group behavior (C2). The opinion leadership is constituted by the measurements of Opinion Seekers (C3) and Opinion Leaders (C4).

3.4.3 – Scales

In order to improve the quality and amount of information the survey can be a very useful tool. It can provide a more accurate information due to the process itself, with a standardized interview the respondents are asked exactly the same way. This is also a way to focus in the most relevant questions and to reach to a bigger number of responds in order to have consistent results (Brace, 2008).

Social research aims to study the social scientific fields and occurs when the investigators raise questions about their literature readings or when reflecting about social life. The purpose of research itself is to generate knowledge about a certain subject, which is expected to help the understanding of the conditions of the subject and how it can be controlled. According to Bryman (2016), social research is done mainly because at some point there is a certain aspect of the society that is considered unknown and so, unresolved (Sarantakos, 2013).

When studying some aspects of the social behavior there are some questionnaires that are used to classify the individuals of the sample in a more reliable way. These surveys have been already tested and represent an improvement of the validity of the answers. The next questionnaires are the ones used in the case study.

3.4.3.1 – Opinion Leaders and Opinion Seekers

As seen in the literature review, according to Meade & Rabelo (2004), the technology adoption life cycle classifies the market and the way the individuals react to the launch of a new product in five categories: innovators, early adopters, early majority adopters, late majority adopters and laggards. In terms of leadership of opinion the early adopters are more integrated and have the greatest level of opinion leadership. As for the late majority adopters and laggards, they are individuals which are more skeptical about new products and need more information to be sure that it is safe to consume a certain new product. So these two groups can be considered as opinion seekers (Rogers, 2003) (Sahin, 2006).

A scale of opinion leadership and opinion seeking can be used to identify some of the adopter categories. According to Flynn et al. (1996) opinion leadership or opinion seeking occurs when, respectively, consumers influence or seek influence from others.

The opinions of others seems to be more important than sources of advertising, the risk for the consumer is reduced. Both opinion leadership and opinion seeker scales are composed by six items each and are scored on 7 point scales. The Items are described in the Appendix D (Bearden & Netemeyer, 1999).

3.4.3.2 – Uniqueness

According to Lynn & Harris (1997) the continuous search to services, goods and experiences that few others possess are caused by the need for personal uniqueness and social status. However consumers differ in the extent of this desire for unique products in terms of need for uniqueness, status aspiration and materialism. Many times possessions are considered to be extensions of the consumer, so consumers acquire unique products to satisfy their need for uniqueness. The status aspiration is the desire for leadership within social hierarchies and people often rely in possession of unique products to obtain and communicate social status. Materialism is the importance given by the consumer to material possessions, so these persons are more inclined to pursue personal uniqueness and social status. Due to this seek for uniqueness, the emerging of new products or the possibility to customize products responds to the demand of these groups of people. So the desire for unique consumer products measures is used to measure the will of the consumers to hold possess products, experience or services that few other possess. This desire can be also classified as a desire for group differentiation (Bearden & Netemeyer, 1999).

The measurement scale of the desire for unique consumer products consist in eight items described in the Appendix E and is scored using a five point scale from *strongly disagree* to *strongly agree*. However, in the survey it will be used in a seven point scale in order to be included with the other items (Bearden & Netemeyer, 1999).

3.4.3.3 – Interpersonal influence

The conformism was defined in the literature review as the modification of the behavior or attitude of an individual in order to harmonize the behavior of a group of people. This need to harmonize, to meet to expectations of other members of the group can be considered as being a group influence between the individuals. So the interpersonal influence scale can be used to measure the conformism of the respondents of the survey (Cerclé, et al., 2001).

The interpersonal influence is the willingness to conform to the expectations of other individuals in terms of purchase decisions, tendency to learn about certain products that emerges by observing other individuals. In these occasions there is a need of the individuals to identify with the opinion of others by means of acquisition or use of products and brands. According to Bearden et al. (1989), the models used to explain consumer behavior frequently include interpersonal influence which represents an important determinant of an individual behavior. There can be also concluded that the susceptibility to interpersonal influence is a normal behavior which varies across persons and if a person can be influenced in a certain situation, he or she tends to be influenced in other social situations. There can be two types of interpersonal influence: the normative influence and the informational influence. The normative influence is need of conformity to the expectations of the others. Informational influence can occur by observation of the behavior of others or by the search for information from knowledgeable others. Informational influence can be defined as being the acceptance of information from other individuals as evidence of the reality which affects the consumer decision process (Bearden & Netemeyer, 1999; Bearden et al., 1989).

The measurement scale of the interpersonal influence consists in twelve items listed in the Appendix F, each scored in a scale from one to seven in which one means *strongly disagree* and seven means *strongly agree* (Bearden & Netemeyer, 1999).

3.4.4 – Survey

The variables described in the Figure 10 define the base to continue the study and to get more information. In order to know more about these variables and to build an accurate model there was made a survey. To build this survey there were used different sources of information such as literature review, scales and information from the interviews. The fad consumption is defined by the frequency of consumption, chosen from a drop down list, evaluated from 1 to 6 points: less than once per year (1), every two months (2), every month (3), every week (4), 2 days per week (5) and everyday (6).

Apart from this questions there are also the ones that verify the country of the origin and the country of residence of the responder. Questions like the country of origin, age, gender and others of only one option are made by the form of drop down list. The other questions related to the opinion of the respondent are made with a seven point *Likert* scale, were the number one means strongly disagree and seven means strongly agree. It

has seven points due to the fact that some predetermined scales have already seven point Likert scales.

There is only one question with open response and it is the one that asks the opinion about the next new fad. There were created two surveys: one in Portuguese language and the other in English. The list of the questions associated with its variable is displayed in the Appendix G, while the print screen of the English version in shown in the Appendix H.

3.4.5 – Estimation model

It is important to define which type of model is adequate to use the data collected with the survey in order to take conclusions. There are some type of models described in the next sections as well as the criteria to choose the Partial Least Square.

3.4.5.1 – First and second generation techniques

The first generation techniques can be used to identify or confirm theoretical hypothesis by analyzing empirical data. These techniques include regression-based techniques, such as analysis of variance or multiple regression analysis, and factor or cluster analysis. However these methods can be limited in its application in some research situations due to the following three limitations: the postulation of a simple model structure, the assumption that all variables can be considered as observable and the assumption that all variables are measured without error (Haenlein & Kaplan, 2004).

The first limitation assumes that the models have only one dependent variable and the others are all independent variables, which limits the analysis of the complex and multivariate real world. The assumption that all variables can be considered as observable limits the application to variables which can be measured, manipulated or directly observed such as age or gender. This excludes many variables which are measured by its manifestations and therefore are considered unobserved. The third limitation assumes that the variables can be measured without errors, which ignores the existence of the errors associated to observations of the real world: the random error and the systematic error (Haenlein & Kaplan, 2004; Marôco, 2010).

The second generation models, such as the Structural Equation Modeling (SEM), emerged as an alternative to the limitations of the first generation ones. The SEM models allow multivariate analysis which overcome the first limitation of the first generation ones. The variables which cannot be directly observed and its existence is measured by

manifestations in indicative variables can also be considered and used. These models also consider measurement errors for the variables used and observed. The overcome of the first generation limitations, enlarge the number and type of situations were studies can be conducted (Haenlein & Kaplan, 2004; Wong, 2013; Marôco, 2010).

3.4.5.2 – Structural Equation Modeling (SEM)

According to Hair, et al. (2012), the structural equation modeling has almost become a standard in marketing research due to the possibility of testing complete theories and concepts. The SEM models, as illustrated in the Figure 11, are divided in two submodels: the inner model and the outer model. The inner model, or structural model, treats the relations between independent and dependent. The outer model, or measurement model, treats the relations between the latent variables and their observed indicators (Wong, 2013; Hair, et al., 2012).

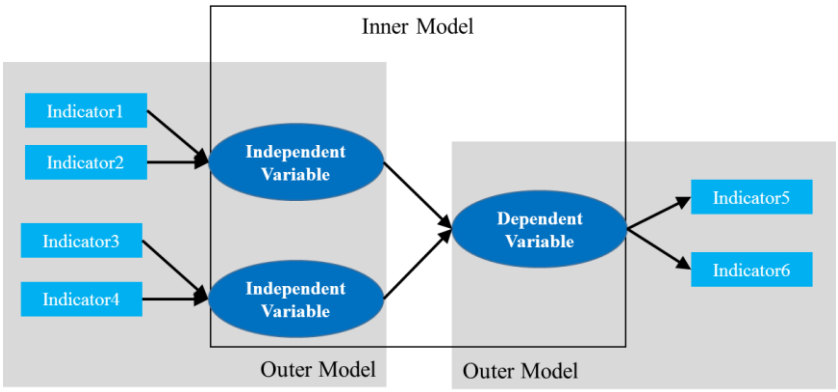


Figure 11 – Structured Equation Model (SEM).

According to Hair, et al. (2012), there are two types of methods when applying SEM: the covariance-based techniques (CB-SEM) and the variance-based partial least squares (PLS-SEM).

The CB-SEM is considered to be the preferred method to analyze data for testing theories through hypothesis when the sample size is large, the data is normally distributed and the model is correctly specified. In reality, it is difficult to find data that meets this requirements mostly when the research objective may be exploratory. In these situations, the investigators consider PLS (Wong, 2013).

According to Hair, et al. (2011), the CB-SEM models reproduce a theoretical covariance matrix based on a set structural equations which aims to minimize the

difference between that theoretical covariance and the estimated covariance. So this technique is adequate to confirm or reject theories. On the contrary, the PLS-SEM maximizes the explained variance of the dependent latent variables by analyzing iteratively partial relationships of the model. This minimizes the residual variances of the latent variables, which decreases the impact of small sample size. So if the objective is to test a theory, the CB-SEM should be chosen. But if the objective of the investigation is to define key indicators or if the research is exploratory, the PLS-SEM is the adequate model (Hair, et al., 2012; Hair, et al., 2011).

As shown in the Figure 12, the SEM has two types of model classification: recursive or non-recursive. In a recursive model the paths between the variables and indicators can only flow in a single direction, they are unidirectional. Non-recursive SEM are models which incorporate reciprocal feedback loops between the variables, so the paths can flow in various ways. In a relation between two variables, both can influence and be influenced at the same time. PLS-SEM only permits the use of the recursive models, but the CB-SEM allows both types of models (Hair, et al., 2011; Martens & Haase, 2006).

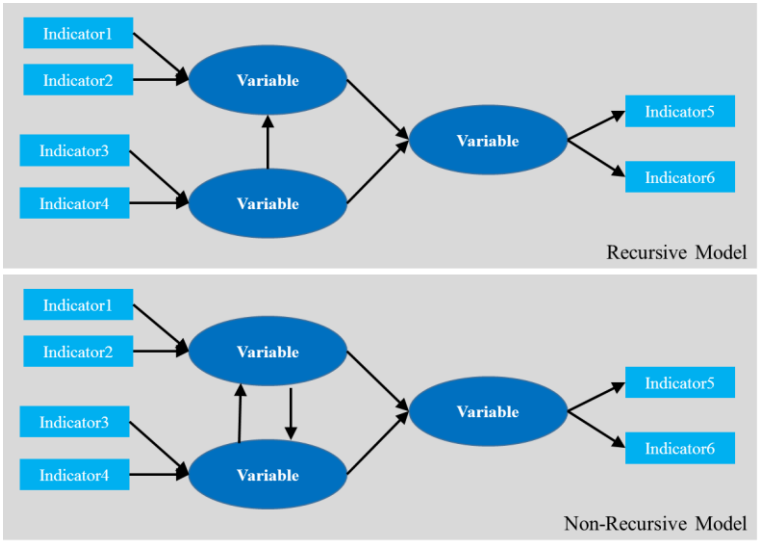


Figure 12 - Recursive and non-recursive models.

There are two types of measurements: formative or reflective. The reflective items are expected to correlate, as they represent the effects of the variable studied. The formative items are not expected to correlate, as they are the items that cause the variable which is being studied. An indicator is considered formative when it is considered to

cause impact instead of being the effect caused by the variable measured. As illustrated in the Figure 13, the formative items are included in the models with the direction of the influence from the item towards the variable. While the reflective items are included in the models with the direction of the influence from the variable towards the item itself. (Hair, et al., 2012; Wixom & Watson, 2001; Kim, et al., 2008; Sekeran & Bougie, 2009).

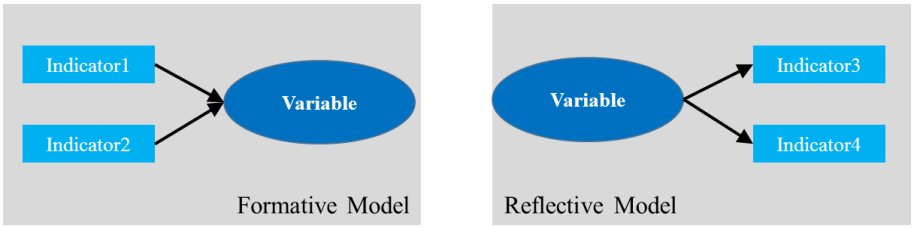


Figure 13 - Formative and reflective indicators

If formative indicators are used in a CB-SEM the result is often unidentified model, because formative indicators imply zero covariance among them and the model can only be solved when it has a substantial amount of additional parameters. Once the PLS-SEM analysis is an ordered series of least squares analyses, identification is not a problem for recursive models, models without feedback loops. So PLS-SEM can handle both formative and reflective variables (Peng & Lai, 2012; Hair, et al., 2011).

Relatively to the sample size, according to Hair, et al. (2012), PLS-SEM has high levels of statistical power even if the sample is small. As for the CB-SEM, it is needed large sample sizes to achieve robust estimations. So PLS-SEM is adequate to small sized samples. The minimum number of a sample size for a simulation in a PLS-SEM should be 10 times larger than the number of paths existing in the inner model (Hair, et al., 2012).

In order to choose the right model to use in the investigation, there is the need to take into account the characteristics of our research and which type of variables it has.

There are several variables such has group differentiation and opinion leaders, among others, which were measured through indicators or other variables. Once the SEM models measure unobserved variables, and the first generation ones do not, an SEM model is the correct type to use.

Among the SEM models, the choice is now between the CB-SEM and the PLS-SEM. In terms of objective of the investigation, it is exploratory and aims to define some

key indicators so the adequate model would be the PLS-SEM. About the type of model, once the model to be studied is recursive, both CB or PLS can be used.

In the modeling phase we will have both formative and reflective indicators. There will be used formative indicators in variables as the “Group Behavior” and the “Local Adaptation”. As seen above, the CB-SEM models only support reflective indicators. PLS-SEM is the correct choice due to its ability to use both types of variables.

In terms of sample size, the model has 13 paths in the inner model, which corresponds to a minimum value of 130 responses for the model being studied. As it can be seen in the beginning of the next chapter, the survey had 143 valid responses. So the adequate model is, for this and for the reasons above, the PLS-SEM. The software used will be the SmartPLS 3.

4 - Results

In this section, the results of the model simulation are presented. The aim is to define which critical aspects lead to consumption of a fad. Both gin and sushi frequency of consumption are analyzed.

From the 245 responses obtained from the online survey, only 143 were considered valid. This was due to some missing values in some of the responses. These 143 valid responses compose the data base to use for the analysis of the model. They were introduced in the software Smart PLS in order to be analyze and define which variables affect the consumption of the products and in what way.

4.1 – Survey results

The survey was available for responses from the 22nd July of 2016 until the 9th September of 2016. The survey was closed due to the lack of new respondents as the days were passing by. It was considered that leaving it opened more days would not bring new results. The total number of responses were 245, from which 102 were incomplete answers. The incomplete cases were mainly due to a lack of answers in the last page of the survey. In order to have a good sample, without missing values, these responses were eliminated which means that the sample of responses used was composed by 143 responses.

The demographic profile of the sample is described in the Figure 14. In terms of gender, the sample is composed by 78 (55%) female individuals and by 65 (45%) male individuals. The average age of the respondents is 28,7 years, the youngest has 18 years old and the oldest has 58 years old. However, 82% of the respondents have between 18 and 34 years old.

The distribution of both nationality and current country of residence are manly Portugal, 90% and 87% respectively. There is a difference between both which means emigration of some of the respondents, which is good to have inputs of other locations besides Portugal.

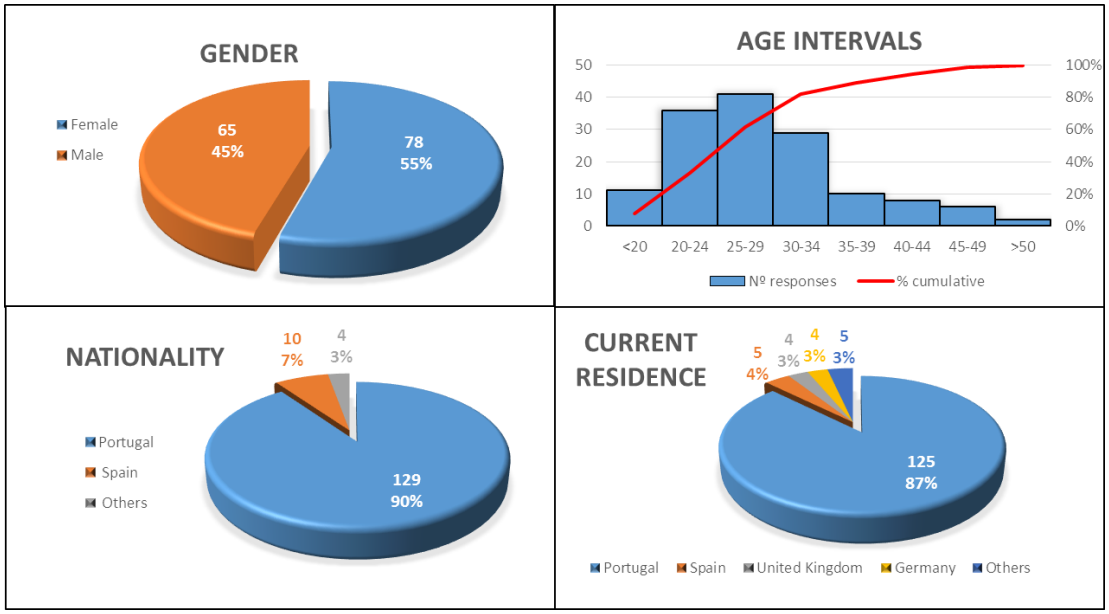


Figure 14 - Demographic characterization: gender, age, nationality and current residence.

As shown in Figure 15, from the 143 respondents, 97% (139) had at least tasted Gin or Sushi and 98 respondents (69%) had tasted both. This is very important, it means that the responses of the personal and social behavior part lead to consumption of these products.

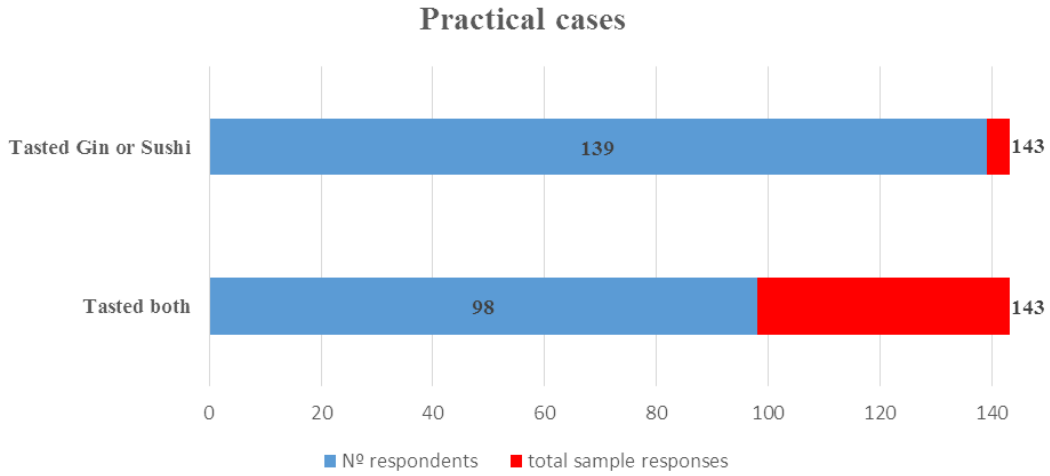


Figure 15 - Number of respondents which tasted at least one of the products and the ones which already tasted both Gin and Sushi.

When considering the consumption of sushi and gin distribute by gender, as shown in the Table 2, there is almost no difference between the genders in terms of knowing the

products. In the case of sushi 85% of both females (66) and males (55) had already tasted it. Value which is very similar to the percentage of the ones who already tasted gin: 81% (63) of the females and 82% (53) of the male respondents.

Table 2 – Respondents (%) which already tasted sushi or gin by gender.

	Sushi	***Gin***
Female	85%	81%
Male	85%	82%

About tasting or not the product, 85% (121) of respondents had already tasted sushi and 81% (116) had already tasted gin. For the ones which answer was "no" in this question, they were asked to explain why. From the 15% which have not tasted sushi yet, 10% justify it for lack of opportunity and interest while other 2% refer that they are afraid of the taste or do not like the look of the sushi. From the 19% percent which have not tasted gin yet, 10% justify it for not having opportunity, interest or curiosity about the product while other 5% justify it to the fact that they do not drink alcohol.

When evaluating the products of the practical cases, as shown in the Table 3, the results are different. When Sushi and Gin were tasted for the first time, the consumers considered Sushi to be more innovative than Gin. However, nowadays, Gin maintains the same level of perceived innovativeness to the consumers while sushi decreases. The last 3 rows of the table demonstrate something interesting that differentiates the two cases even more. The number of Sushi consumers consider that it was more innovative when they first tasted than it is now is much higher when comparing to the number of consumers which consider Sushi is only being innovative now. This means that Sushi is not being as innovative as it was. As for Gin, there is no difference between the innovativeness then and now. Considering the difference to the number of consumers who recognized innovativeness in Gin in both situations, we can conclude that the majority of the consumers which considered Gin as innovative then, are not the same ones which consider it innovative nowadays.

Table 3 - Perceived innovativeness of Sushi and Gin by the consumers.

	Sushi		*Gin*	
	Yes	***No***	***Yes***	***No***
Innovative when first tasted?	45%	55%	27%	73%
Innovative now?	27%	73%	27%	73%
Innovative then and now?	21%	48%	11%	58%
Innovative then, not now	25%		16%	
Innovative now, not then	7%		16%	

When the consumers were asked about the reasons which drive them to eat sushi or drink gin the responses were mainly concentrated in the taste of the products, as illustrated in the Figure 16. However, the influence of friend's opinion is important in the case of the sushi as the presentation of the plates. The other reasons to drink Gin, besides the taste, are focused in the characteristics and variety of the beverage. In both cases the price and the social networks do not affect the consumption.

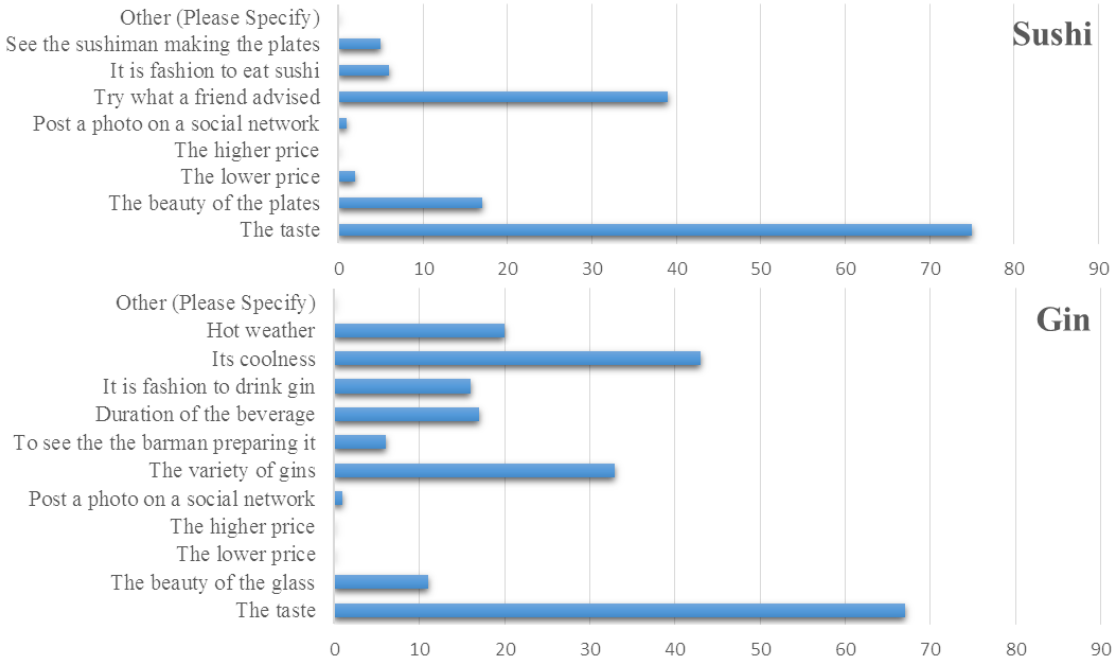


Figure 16 – Reasons which lead to consumption of Sushi and Gin.

The responses about the situations in which there is consumption of sushi and gin are displayed in the Figure 17. Both products are preferably consumed in social events rather than in events of professional nature. Gin consumption is very associated to night

events such as parties or dinners, the group behavior is not implied. As for the sushi, its consumption is associated to events with groups of friends or family where the intimacy is bigger, the group behavior is implied.

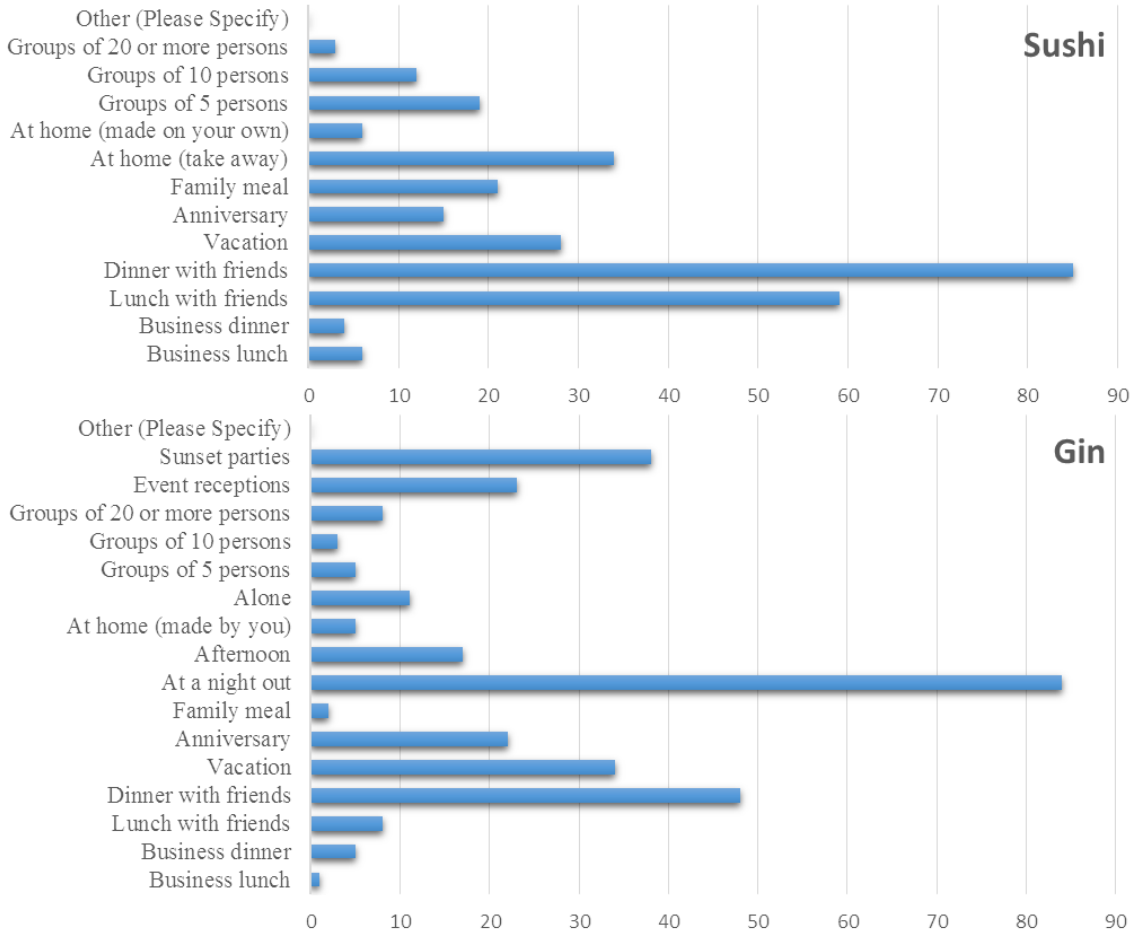


Figure 17 – Situations in which the consumption of Sushi and Gin occurs.

Some data regarding the year when the consumer first tasted the products was also collected and is shown in the Figure 18. The minimum year recorded is 1982 for the gin and 1996 for the sushi. In the sushi series of the graph there are not values prior to 1995, so it is possible to assume that gin is a product that is public known longer than sushi. By looking at the graph, it seems that gin is been around more time than sushi. The cumulative gin graph is always higher than sushi until the gap years of 2005-2009. From that gap of years until nowadays, sushi was first tasted by more people that gin was. Sushi has a bigger peak of new people tasting it than gin has (2010-2014). Based on this conclusions we can affirm that if we consider this graph as representative of the life cycle

of these two products, Sushi as a cycle shorter but more intense and concentrated. As for the gin life cycle, it seems to be longer and its peak it is not as expressive or strong as the peak of the sushi.

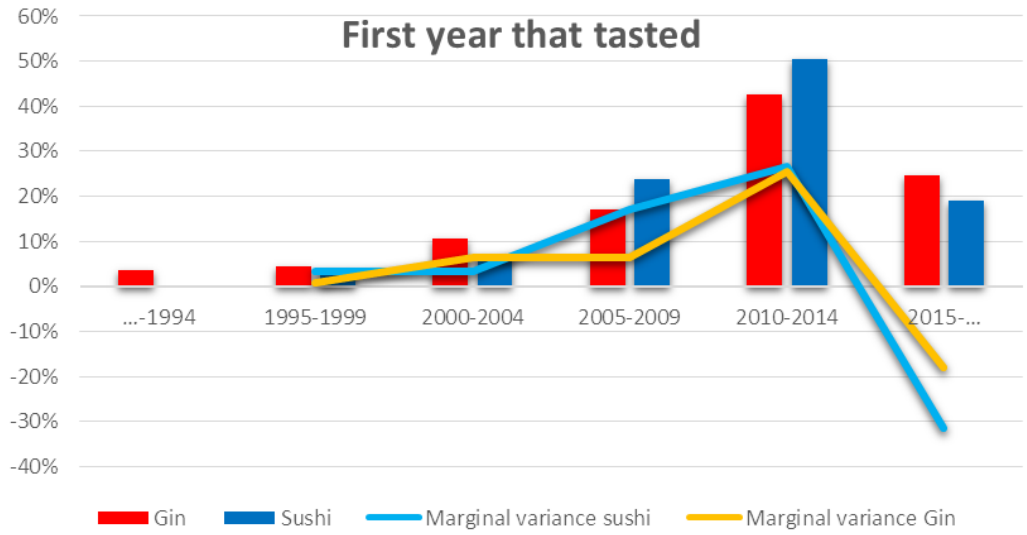


Figure 18 - Distribution of the years when the consumers first tasted Sushi or Gin.

In order to understand if the first contact with sushi and gin was made in the home country or abroad, the respondents were asked about their nationality and, for the consumers of each product, were did they first tried the product. About the sushi, as illustrated in the Figure 19, there are some differences from one graphic to the other. It seems that, for some the Portuguese consumers, the first contact with sushi was made in the United Kingdom and in Brazil.

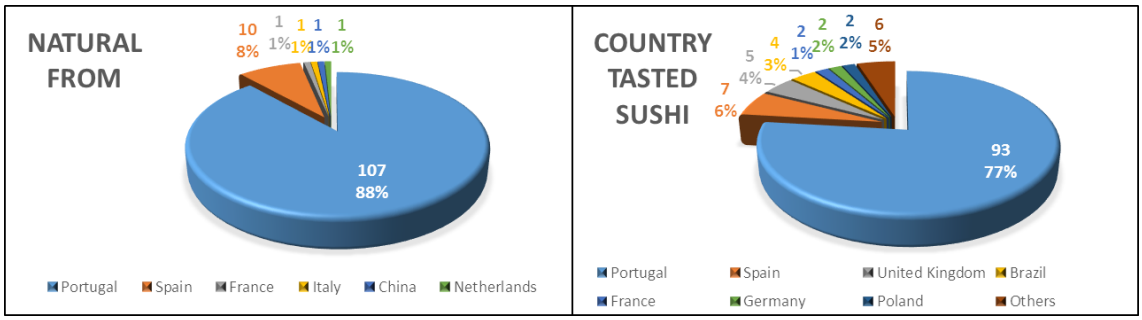


Figure 19 – Nationality of sushi consumers versus country where they first tasted sushi.

As for the gin, as illustrated in the Figure 20, there are some differences from one graphic to the other but not as expressive and dispersed as for the sushi. In the case of gin, for some the Portuguese consumers, the first contact with gin was made in the Spain.

Which coincides with the information of the exploratory interviews which identified Spain as the country which influenced the Portuguese consumption of Gin.

Figure 20 - Nationality of gin consumers versus country where they first tasted gin.

The last question of the survey asked the respondents to write which, in their opinion, will be the next fad. Almost 40% of the respondents gave their opinion, others wrote that they do not know and those answers were not considered. The themes are listed below by descending order of number of citations and comments:

- Technology applied to the daily personal activities, such as household tasks, car technology and others. This allied to the augmented reality which is already emerging in the gaming industry.
- Food.
    - The constant globalization leads to new and variated needs, the exotic food such as Thai food can be the next fad. But present not only in restaurants, but also in supermarkets. In central Europe and USA it is already present.
    - This globalization leads also to the rediscovering of the traditional food of the country. Due to the increase of tourism, the home country needs to present something that will be, also, kind of exotic for the tourists.
    - Biologic and Vegan food are also pointed as a possible future fad due to the continuous concern about health.
- Beverages.
    - Cocktails are considered to be the next fad, rum is also associated a possible fad due to its association with cocktails.

- Craft beer is already a fad in Portugal, but still not at the levels as in other countries as the USA.

- Rediscover old fads is also referred by some respondents. The reinventing old fads in various domains such as swimsuits, jeans, decorations, even cell phones, among other categories. Old things adapted to the present days are considered to be a possible fad.

4.2 – Results of the modeling

In this section the results are presented in order to determine which variables influence the consumption of the case studies and in what way. The 143 responses were introduced in the software SmartPLS in order to analyze its validity. To improve the results and meet the theoretical requirements, the software SPSS was also used.

Based in the model illustrated in the Figure 10 (page 29) the initial model was constructed in the SmartPLS. As referred in the survey chapter, the questions of the survey are related to each variable of the model. So in order to include this variables in the model simulation there was made an identification of each item related to its variable as described in the Appendix I. Based on the matching of each item to its variable, the initial model was constructed as illustrated in Appendix J.

As mentioned above, the indicators can be formative or reflective. While the reflective indicators have correlations among them, the formative indicators can have positive, negative or no correlation at all among them. Considering a variable constituted by uncorrelated measures, the square root of the average variance extracted (AVE), outer loadings and composite reliability are meaningless. So the report does not indicate values of reliability, internal consistency reliability and discriminant validity of a formative variable (Wong, 2013).

4.2.1 – Model validation

Before taking conclusions from the results of the model, we need to ensure the quality of the research made by verifying the accuracy of the results of the collected data. To accomplish that, we need to estimate the internal consistency for reliability and the validity of the data. The reliability ensures the accuracy of the measurement while the validity is ensures if we are indeed measuring the right concepts (Sekeran & Bougie, 2009; Kim, et al., 2008).

According to Kim, et al. (2008), the internal consistency for reliability is calculated using the Cronbach's Alpha and the Fornell's composite reliability. The Cronbach's Alpha needs to be greater than 0,6 (Sekeran & Bougie, 2009) (Hair, et al., 2005) and the Fornell's composite reliability needs to be greater than 0,7 (Kim, et al.,2008).

To test how the results of a certain measurement fit or not the designed theory, we need to examine the construct validity. This is examined by testing the convergent validity and the discriminant validity. Convergent validity occurs when there is a high correlation between two instruments which measure the same concept. To test convergent validity, the minimum value of the Average Variance Extracted (AVE) needs to be 0,5. Discriminant validity occurs when the scores of the measurements of two variables, which were predicted to be uncorrelated, prove that they are indeed uncorrelated. The discriminant validity is proven if the square roots of the Average Variance Extracted is higher than the correlations between the variables (Sekeran & Bougie, 2009; Kim, et al., 2008; Wixom & Watson, 2001).

Table 4 – Results of the preliminary model simulation.

Variable	Type of indicator	Cronbach's Alpha	Composite Reliability
Group Differentiation	Reflective	0.750	0.818
Group behavior	Formative	N/A	N/A
Herd Behavior	Reflective	0.669	0.783
Informative factor	Reflective	0.740	0.630
Local Adaptation	Formative	N/A	N/A
Newness	Reflective	0.195	0.089
Normative factor	Reflective	0.854	0.880
Opinion Leaders	Reflective	0.768	0.803
Opinion Seekers	Reflective	0.855	0.886
Social Adaptation	Reflective	0.516	0.653
Trigger	Formative	N/A	N/A

The variables which have only one item were not included in the tables of the results of simulations, as their values have no variance to be analyzed.

The Table 4 shows the results of the first model simulation. There are some values, highlighted in yellow, of the Cronbach's Alpha and Composite Reliability which are

lower than the required minimum. Therefore there was the need to improve these values in order to validate the model in terms of reliability.

Using the SPSS tools for analyzing and reducing the factor, some items were deleted to improve the results of the Cronbach's Alpha and Composite Reliability. In the variable "Social Adaptation", the items "SocialAdap3" and SocialAdap6" were removed as shown in the Appendix K. In the case of the variable "Newness", the items "Newness1" and "Newness3" were also removed in a process described in the Appendix L.

After this changes, a second model simulation was made and the results are described in the Table 5. With this values the reliability of the model is validated. The Table 5 also includes the Average Variance Extracted (AVE) values. Once some of the values of AVE were below the minimum of 0,5, and because of that the variables needed to be analyzed and reformulated again, the variable "Informative factor" was not changed for the second simulation. These values are highlighted in yellow.

Table 5 - Results of the second model simulation including AVE.

Variable	Type of indicator	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Group Differentiation	Reflective	0.750	0.819	0.368
Group behavior	Formative	N/A	N/A	N/A
Herd Behavior	Reflective	0.669	0.783	0.424
Informative factor	Reflective	0.740	0.678	0.376
Local Adaptation	Formative	N/A	N/A	N/A
Newness	Reflective	0.610	0.831	0.713
Normative factor	Reflective	0.854	0.880	0.484
Opinion Leaders	Reflective	0.768	0.803	0.413
Opinion Seekers	Reflective	0.855	0.886	0.569
Social Adaptation	Reflective	0.660	0.761	0.456
Trigger	Formative	N/A	N/A	N/A

As mentioned above, after validating its reliability, it is needed to evaluate the convergent and discriminant validity (Kim, Ferrin, & Rao, 2008). According to Wixom & Watson (2001), to have an adequate convergent validity the Average Variance Extracted (AVE) needs to be above 0,5. To have a satisfactory discriminant validity, the AVE should be greater than the variance between the variable and the other variables used in the model.

Using the SPSS tools for analyzing the variables in terms of variance, some items were deleted to improve the Average Variance Extracted (AVE). In the variable "Group Differentiation", the items "GroupDiff8", "GroupDiff4" and "GroupDiff2" were removed as shown in the Appendix M. From the variable "informative factor" only the item "inf7" was removed as shown in the Appendix N. From the variable "normative factor" only the item "nor11" was removed as shown in the Appendix O. From the variable "Opinion Leaders" the items "OL4" and "OL5" were removed as shown in the Appendix P. After these changes, the results are presented in the Table 6.

Table 6 - Results of the third model simulation after improvement of the AVE.

Variable	Type of indicator	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Group Differentiation	Reflective	0.754	0.833	0.501
Group behavior	Formative	N/A	N/A	N/A
Herd Behavior	Reflective	0.669	0.783	0.425
Informative factor	Reflective	0.698	0.743	0.510
Local Adaptation	Formative	N/A	N/A	N/A
Newness	Reflective	0.610	0.831	0.713
Normative factor	Reflective	0.856	0.880	0.517
Opinion Leaders	Reflective	0.799	0.846	0.581
Opinion Seekers	Reflective	0.855	0.886	0.569
Social Adaptation	Reflective	0.660	0.714	0.411
Trigger	Formative	N/A	N/A	N/A

Almost all variables meet the requirements of the minimums values for the Cronbach's Alpha (>0,6), Composite Reliability (>0,7) and Average Variance Extracted (>0,5). There are only 2 values that are below the minimum value for the AVE, the "Herd Behavior" and "Social Adaptation" are below 0,5. There were made some tests to try to improve this value, but the improvement of it would mean the decrease of the Cronbach's Alpha below the minimum limit (<0,6).

As mentioned above, to have discriminant validity, the correlations between the variables need to be lower than the square roots of the average variance extracted (Kim, Ferrin, & Rao, 2008). As shown in the Appendix Q, all the values of the square roots of the Average Variance Extracted are higher than the correlations between the variables. So it has discriminant validity.

To conclude, the model is validated as its reliability, convergent validity and discriminant validity were verified.

4.2.2 – Model Parameters and Statistical testing

After the validation of the outer model, the following step is to present the results of the simulation in the software SmartPLS illustrated in the Figure 21.

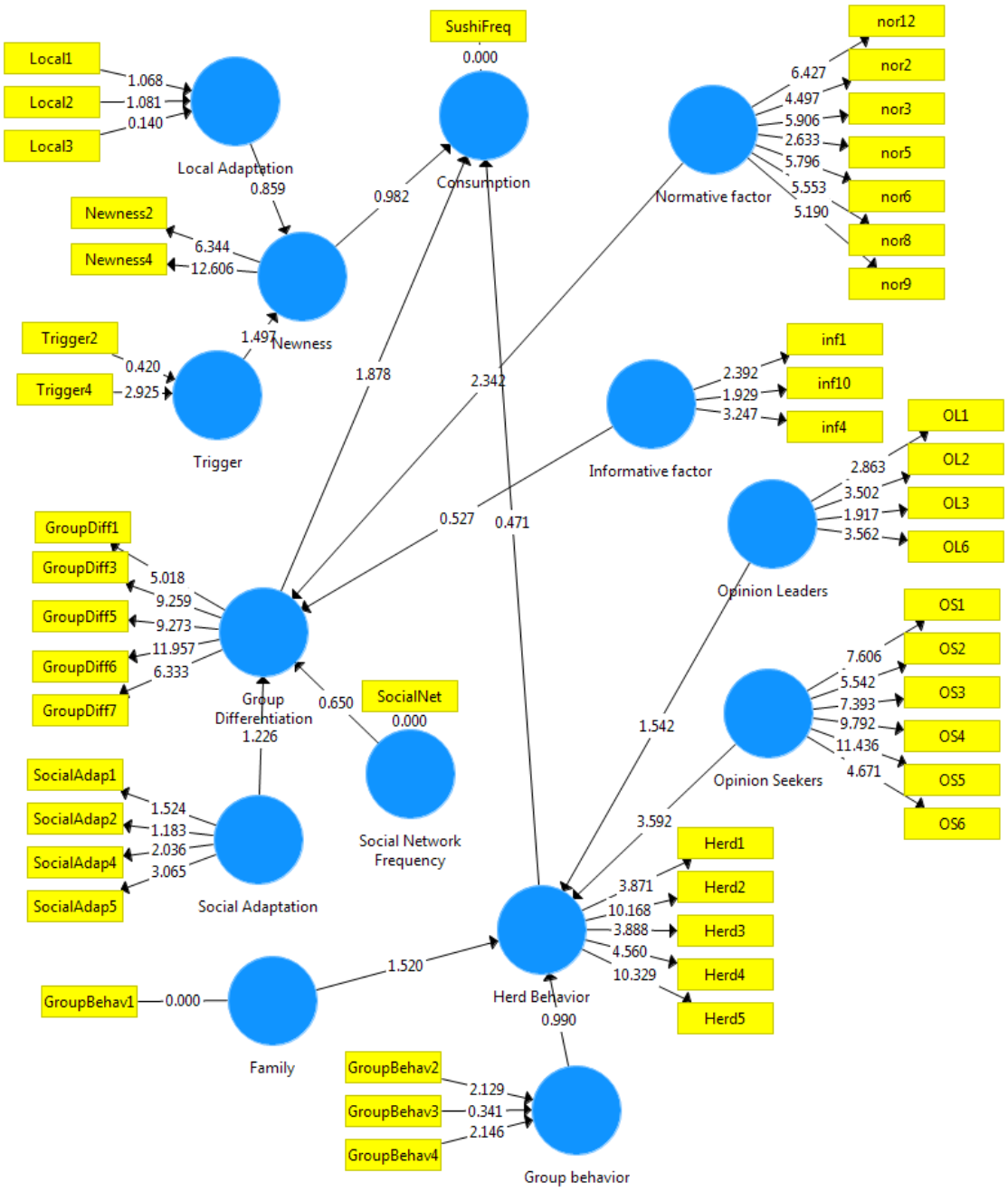


Figure 21 – Parameters of the model (Sushi case).

After simulating the model in order to obtain the parameters of the model, there is the need to evaluate the significance of the relation and impact of each value. This is made by running the bootstrapping in the software SmartPLS and the results for the model of the practical case sushi are demonstrated in the Table 7.

Table 7 - Results of the bootstrapping for the sushi model.

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.132	0.137	0.085	1.549
B	Group Differentiation -> Consumption	0.191	0.187	0.095	2.012
C2	Group behavior -> Herd Behavior	0.102	0.143	0.104	0.978
C	Herd Behavior -> Consumption	-0.052	-0.049	0.108	0.482
B3	Informative factor -> Group Differentiation	0.061	0.066	0.129	0.472
A1	Local Adaptation -> Newness	0.240	0.006	0.278	0.862
A	Newness -> Consumption	0.080	0.081	0.087	0.920
B4	Normative factor -> Group Differentiation	0.251	0.259	0.094	2.681
C4	Opinion Leaders -> Herd Behavior	0.153	0.170	0.093	1.649
C3	Opinion Seekers -> Herd Behavior	0.317	0.325	0.096	3.295
B1	Social Adaptation -> Group Differentiation	0.161	0.167	0.158	1.019
B2	Social Network Frequency -> Group Differentiation	0.065	0.052	0.095	0.679
A2	Trigger -> Newness	0.131	0.138	0.098	1.343

In order to accept the variables with a probability of 95%, we can only consider the ones with T-statistic value equal or above 1.96. Consulting the table above, we can only consider the hypothesis B, B4 and C3. The others are not statistically relevant.

For consumption of sushi only the need for differentiation has positive impact. This impact is mainly generated by normative factors. Which means that the need for group differentiation is mainly due to the need of conformity to the expectations of the others members of the group, the expectations of behavior towards the experience of new differentiator products. The positive influence of the opinion seekers in the Herd Behavior is also confirmed, although Herd Behavior does not have positive impact in the consumption of sushi.

The same simulation and bootstrapping needs to be done to the gin practical case. The model of the gin consumption is demonstrated in the Appendix R, as well as the values for the model reliability, convergent and discriminant validity. After simulating the gin model in order to obtain the parameters, there is the need to evaluate the

significance of the relation and impact of each value. As done for the sushi model, this is made by running the bootstrapping in the software SmartPLS and the results for the model of the practical case Gin are demonstrated in the Table 8.

Table 8 - Results of the bootstrapping for the gin model.

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.133	0.144	0.088	1.520
B	Group Differentiation -> Consumption	0.229	0.211	0.105	2.179
C2	Group behavior -> Herd Behavior	0.102	0.149	0.097	1.057
C	Herd Behavior -> Consumption	-0.106	-0.089	0.105	1.013
B3	Informative factor -> Group Differentiation	0.051	0.075	0.124	0.414
A	Newness -> Consumption	0.172	0.181	0.079	2.193
B4	Normative factor -> Group Differentiation	0.257	0.256	0.099	2.589
C4	Opinion Leaders -> Herd Behavior	0.151	0.171	0.111	1.355
C3	Opinion Seakers -> Herd Behavior	0.317	0.320	0.087	3.637
B1	Social Adaptation -> Group Differentiation	0.165	0.171	0.165	0.998
B2	Social Network Frequency -> Group Differentiation	0.056	0.049	0.093	0.601
A2	Trigger -> Newness	0.362	0.377	0.079	4.603

In order to accept the variables with a probability of 95%, we can only consider the ones with T-statistic value equal or above 1.96. Consulting the table above, we can only consider the hypothesis A, A2, B, B4 and C3. The others are not statistically relevant.

For consumption of gin only the Herd Behavior is not significant, the other two variables are significant and have positive impact. The positive impact of the newness in the consumption of Gin is mainly generated by the Trigger effect. This means that the beauty and presentation of Gin has positive impact in the perceived newness of the product. The positive impact of the perception of newness in the consumption means that the consumer values the pleasure associated to experiencing Gin in terms of its appearance, experience and sense of uniqueness after the purchase.

As seen in the sushi model, in this model the normative factor has also a positive impact in the group differentiation. The positive influence of the opinion seekers in the Herd Behavior again confirmed, although Herd Behavior does not have positive impact in the consumption of gin.

4.3 – Moderating variables

The moderating variables are the ones which have impact in the relation between dependent and independent variables. They modify the relation when comparing to the original relation (Sekeran & Bougie, 2009).

4.3.1 - Gender

The model was also simulated using separately data collected from female and male consumers. The results are shown in the Table 9 and the complete tables for each moderating variable are displayed in the Appendix S.

The consumption of sushi and gin by males is done, in average, every two months (1,85 and 2,23 respectively). In both products, the consumption by males is positively affected by the group differentiation and by perceived newness. The group differentiation is positively affected by the normative factors, which means that the conformity to the group is important. The newness is positively affected by the trigger effect in the case of the gin, but in the sushi it is not verified. This means that Gin acquires a sense of added value, in terms of presentation, that the sushi does not.

Table 9 - Impact of the Gender on the model.

		T Statistics (|O/STDEV|)			
		Sushi		Gin	
Hypothesis	Variables	Female	Male	Female	Male
C1	Family -> Herd Behavior	0.843	0.860	0.879	0.868
B	Group Differentiation -> Consumption	0.708	2.385	0.300	2.713
C2	Group behavior -> Herd Behavior	0.491	1.068	0.498	0.968
C	Herd Behavior -> Consumption	0.437	0.213	0.459	0.101
B3	Informative factor -> Group Differentiation	0.911	0.374	0.884	0.324
A1	Local Adaptation -> Newness	0.760	1.099		
A	Newness -> Consumption	0.257	1.009	0.774	2.326
B4	Normative factor -> Group Differentiation	0.828	1.967	0.818	2.237
C4	Opinion Leaders -> Herd Behavior	2.665	0.937	2.717	0.907
C3	Opinion Seekers -> Herd Behavior	1.807	3.286	1.876	3.346
B1	Social Adaptation -> Group Differentiation	0.993	0.461	0.977	0.559
B2	Social Network Frequency -> Group Differentiation	0.261	0.625	0.200	0.590
A2	Trigger -> Newness	0.833	0.458	4.162	2.081

Even knowing that the herd behavior does not affect the consumption, it is interesting to compare the effects of the females and males in the herd behavior. The females are driven by the opinion leadership, unlike the males which are driven by the opposite, the opinion seeking. This means that females seek to influence the opinion of the other members of the group when experiencing Gin or sushi. Females can be considered as early adopters of a new product, which means that they experience the products before the majority of the persons and can influence the remaining members. As for the males they try, by the opinion seeking, to know more about the product from the more experienced members of the group. The males can be considered to be part of the late majority group when adopting a new product. They experience it after the females have tried it and influenced the males. This demonstrates that females can influence the goal of a herd behavior.

4.3.2 - Age

The model was also simulated using separately data collected from consumers in two groups. The first group has data from consumers with less than 30 years old and the other group has data from consumers with 30 years old or more. The results are shown in the Table 10 and the complete tables for each moderating variable are displayed in the Appendix T.

By analyzing the results of the simulations moderated by the age, the consumption of gin is verified only for the group of respondents with 30 years old or more. The consumption of Gin is verified due to the positive effect of both group differentiation and newness. From these two variables, only the newness is positively affected by another relevant variable, the Trigger.

However it is interesting that, besides the absence of consumption, the group of respondents with less than 30 years old are very orientated to the herd behavior. The opinion leadership and family drives them to the herd behavior. The older respondents are the opposite, they are driven to the herd behavior by the opinion seeking.

Table 10 - Impact of the Age on the model.

		T Statistics (|O/STDEV|)			
		Sushi		Gin	
Hypothesis	Variables	18 to 29 years old	30 to 58 years old	18 to 29 years old	30 to 58 years old
C1	Family -> Herd Behavior	2.283	0.393	2.385	0.403
B	Group Differentiation -> Consumption	1.202	1.667	1.063	2.256
C2	Group behavior -> Herd Behavior	1.616	0.987	1.518	0.977
C	Herd Behavior -> Consumption	0.169	0.444	0.872	0.797
B3	Informative factor -> Group Differentiation	0.317	0.818	0.258	0.777
A1	Local Adaptation -> Newness	0.800	1.448		
A	Newness -> Consumption	0.457	0.844	1.246	2.270
B4	Normative factor -> Group Differentiation	2.108	1.055	2.397	1.205
C4	Opinion Leaders -> Herd Behavior	2.150	1.271	2.166	1.262
C3	Opinion Seekers -> Herd Behavior	1.685	2.381	1.655	2.186
B1	Social Adaptation -> Group Differentiation	1.047	1.234	1.129	1.110
B2	Social Network Frequency -> Group Differentiation	1.243	0.453	1.181	0.423
A2	Trigger -> Newness	1.263	0.022	3.644	3.573

4.4 – Results conclusions

The majority of the respondents (97%) had tried the products of the case studies. The ones who have not tried the products, justify it with the lack of curiosity or opportunity. When asked if the product was innovative when they tried and if it is still innovative, it seems that the sushi was innovative but it is not nowadays. On the contrary, Gin seems to maintain its innovation because the percentage of consumers which considered it was innovative when they first tried but it is not nowadays is equal to the percentage which consider the opposite. Somehow, Gin was renewed along this recent years.

In terms of cycles, the sushi cycle seems to be more concentrated in recent years than Gin is and also the peak of sushi is higher than the Gin one.

About the modeling results, the hypothesis were validated and then tested with different moderating variables. Due to these variables, each model had different values of frequency consumption which are displayed in the Appendix U.

The Hypothesis A, the positive impact of the perceived newness in the consumption of the fad, is confirmed for the consumption of Gin, for the consumption of Gin by males and for the consumption of Gin by consumers with 30 years old or more. For these three

cases, the positive impact of the trigger in the degree of newness was also verified. This means that the perceived newness of the product by the individual is one of the reasons which leads to consumption. This perception is also directly influenced by the beauty and way the product is presented, the trigger which capture the consumer attention. This can be related to the renewal of the Gin in terms of presentation, preparation and increase of its variety. The consumer has an excitement attitude towards Gin and the product can be considered as having a perfect physical form which gives a sense off added value to the consumer and cause the need to possess it and try it.

The Hypothesis B, the positive impact in the consumption caused by the need of differentiation of the consumer, is verified for the general consumption of both sushi and gin, for the consumption of sushi and gin by males and also for the consumption of gin by consumers of 30 years old or more. The normative factors were also verified as having positive impact in the need for differentiation in these cases, except in the consumption by consumers of 30 years old or more. The verification of the positive impact of the group differentiation means that, the individual consumes this product in order to reach a sense of differentiation within the group of friends or other consumers. For the cases in which the normative factors were also verified as having a positive impact in the group differentiation, it means that these individuals are influenced by the expectations of the other members of the group. The search to try new things and products is a result of a need of the individual to expose to the group that he or she is a product connoisseur, an innovator.

The Hypothesis C, the positive impact of the Herd Behavior in the consumption of the product, was not verified in any of the models. This verification, together with the verification of the hypothesis B, means that a product has success while it still is distinctive and it is not generalized. A product has successful consumption while it is differentiator and still has perceived newness. The mass consumption characterized by a herding behavior is not verified in a consumer fad.

The responses of the possible future fads also strengthen this conclusion because they all refer change the products that we have and use nowadays. In technology area, the augmented reality applied to household tasks or car technology are the ones with more suggestions. However in the food and beverage area, it also seems that there is room to new fads such as exotic and biologic foods or even cocktails. New fads can also be old

fads, which means that old fads can be summoned from the past to be reinvented and implement as new fads.

5 - Conclusion

This study allows a better understanding of what is a consumer fad, how it can be characterized and which factors can moderate it. The absence of studies directly related to this theme made it necessary to research different subjects as the Vernon Cycle, the CAGE distances, herd behavior, conformism, adopter categories and perceived newness of products. All of this in order to trace a baseline of thoughts to move on to the exploratory study.

When implementing a new product there should be some awareness about the type of product. The incremental new products have a lower degree of uncertainty in its adoption. The case of Gin was a result of an adaptation of its presentation because the product was already in market many years before which means that the degree of uncertainty was low when implementing it and the adoption easier. A real new product is more difficult to implement due to the degree of uncertainty associated. There is absence of market, there is the need to create the opportunity. Sushi is an example of a real new product. In the exploratory interviews, there were explained some problems that occurred when implementing a restaurant exclusively of sushi. For a new product, like sushi, it is required some adaptation and more time for the customer get to know the product. The cultural distance is important to reduce the gap between what the consumer already experienced in other products and what he knows about the new products. The gradual adaptation with products which are already known is important.

The presentation of a new product and its packaging transmit towards the consumer a sense of newness. The appearance is considered to be a signal of quality of the product. The physical appearance and superior designs give the consumer a sense of added value. This helps the appearance of the product involvement which is characterized by the interpretation of the consumers during the search, the purchase and even after the purchase. Finally, the sense of possession gives the consumer the opportunity to sense its pleasure and be aware of products usefulness. This causes emotions towards the brands of new products.

The herd behavior was considered to cause the increase the consumption of a product. However the opposite was proved, a fad needs to differentiate the consumer among its group of friends. Once a product becomes massively consumed, it ceases to be differentiator and the consumption decreases. So when the acceptance of a certain product

reaches a high level, it can also mean the end of the fad. This paradox is caused by the inverse relationship between the success of a product and the sense of differentiation of it. The more known and used a particular product is, the less it will be considered as differentiator. The Figure 22, represents a typical product life cycle with the evolution of the number of individuals that use a certain product over time. The increasing number of consumers can be faster or slower depending on the acceptance and conformism of the product and it is represented by the number 1. The number 2 represents a point of stagnation where the number of users reached a point where the reason of the success of the product is questioned: with so many users, is the product still differentiator?

This lack of differentiation causes a decrease of the number of users shown on the point number 3 of the Figure 22. Considering this product in a certain country, the point number 2 can mean the import of a new fad which can be a substitute product. The import of a fad from another country can mean the import of a brand new product, which is important because it means that the perceived newness can be implied. This is caused by the individuals that launched the first product, the innovators, which can feel that the product no longer gives them any type of differentiation and they start to look for other products and experience them.

However another thing can happen, a renewal. A renewal of the product, as seen in the Gin, can boost the number of individuals which consume the product represented by the number 4 in the Figure 22. If a renewal of a product brings new characteristics which can give a new sense of perceived newness to the product, the innovators, early adopters and early majority can start consuming this new version of the product. The renewal itself can also be imported from a country which has these new features of the product already in a stagnation point.

Looking at the Figure 22, comparing with the Figure 3 which illustrates the adoption life cycle there can be made another conclusion taking into account the verified need for differentiation. The individuals responsible for the increase of the number of consumers in the phase 1 of the Figure 22 feel that the product is no longer differentiator, so they start to search for a new product (3) or a renewal (4) of the existing product. If the innovators, early adopters and early majority start consuming another product fad, the consumption of the current will stop. If the consumption of the current fad is no longer done by the first 50% of the individuals considered in the product life cycle, we can

assume that in a product fad life cycle there are neither late majority nor laggards individuals.

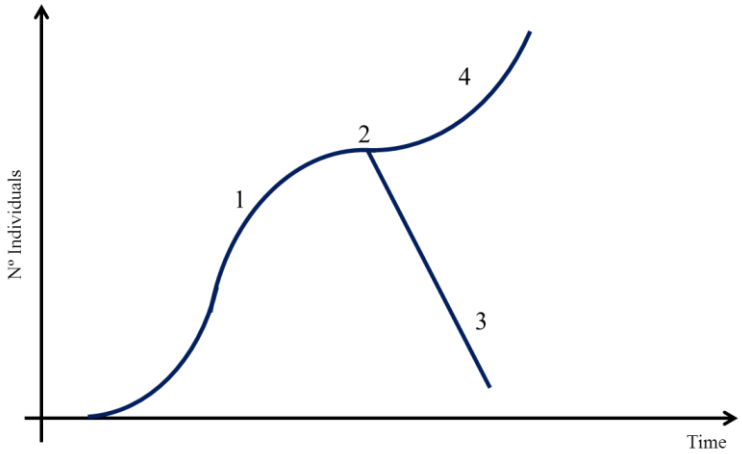


Figure 22 – Typical product cycle.

5.1 – Question of investigation

In order to meet and answer the absence of studies in the field of international fads, the aim of this study was to define the critical features of a successful international fad and an international fad model.

From the models tested, the results show that the consumption of a fad is positively influenced by the degree of newness and by the need for group differentiation of the consumer. The degree of newness perceived by the consumers is influenced by the way the product is presented and interacts with the consumer. For example, in the practical case of Gin, the balloon glass stands for a feature which influences the degree of newness of the product. The group differentiation stands, associated to the normative factors of the interpersonal influence, as another feature which causes a fad consumption. This means that the consumer is influenced by a need for personal differentiation, within a group, to consume new and innovative products. The influence is driven also to the need to meet the expectations of the members of the group, the normative factors. In this case, the desire of the individual to conform to the group is not by choosing the same option or by choosing the same product as seen in the literature review. This conformism is related to the adoption of the same behavior: being an innovative person and an experimenter. With this behavior, the individual tries new and differentiator products which gives him the sense of group differentiation. The international products can be a solution to the desire to something new and differentiator. This sense can be achieved by choosing more exotic

products which are not available or known for most of the people. But the more exotic, the more distant can be the country of origin of the product. This distance can be mainly cultural, but it can be also geographical.

There are also moderating factors which have positive impact in the consumption of the products. The gender is differentiator at this point, once it was verified that the males are driven by normative factors to have the need to differentiate. This need to group differentiation leads to the consumption of the fad. In the case of Gin, males are also driven to consumption by the sense of newness of the product, which is also affected by the trigger of the product. On the contrary, the females are not driven to consumption by any of the hypothesis studied. Females do not have the need to differentiate among the group. The age is also a moderator variable which has positive impact in the consumption. Individuals with 30 years or more, are more likely to consume fads due to the positive impact of both perceived newness and group differentiation.

The herd behavior has no impact in the consumption of a fad which means that, in order to a fad be successful, it cannot be a mass consumed product. Otherwise it would not be differentiator. This is difficult to achieve locally, but it depends on the approach of the product. If the approach is to reach a certain country or if it is to reach to a certain group of individuals. When aiming at groups with certain type of individuals which belong to several countries with a globally adjusted strategy, the number of individuals approached can be superior to the number of individuals approached when the target is only one country with a locally adjusted strategy.

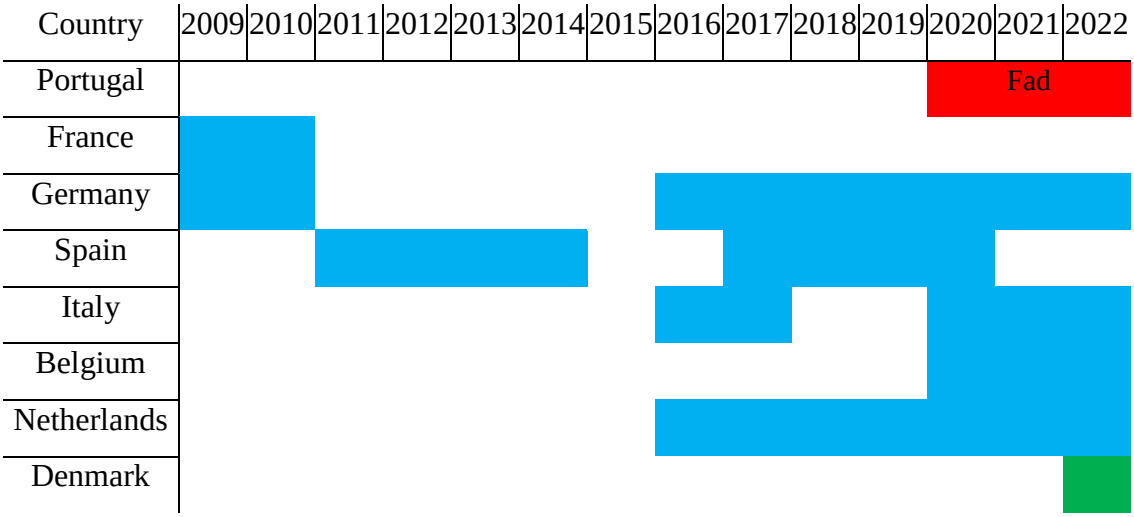
The question of investigation was answered. There were identified some features which support the consumption and others that should not occur in order to have consumption. A new successful fad needs to transmit a sense of new product, even if it is not, and to give a sense of differentiation and uniqueness to the consumer. The males are more likely to consume these products.

5.2 – Implications on possible fads and further studies

The results of this study have some implications to further interpretations of fads and implementation of new products. Not only the results of the modeling and the conclusions described above, but also other conclusions from the survey and from the evolution of the case studies in Europe.

In terms of evolution of fads, the gin case demonstrated that the consumption is first verified in countries of central Europe, then it is spread to other countries. Taking into account that we want to implement a fad in Portugal in 2020, the countries should be studied as the table below. In order to implement a fad in Portugal, probably the country with more positive inputs would be Spain. Not only because of the case studies, but also due to the cultural and geographic proximity.

Table 11 – Countries to study (blue) if a fad is implemented in Portugal in 2020.



In the case of the sushi, it began in Europe in the United Kingdom in the 1990s. In 2007 started to getting noticed in France, in 2009 Spain and finally in Portugal in 2011. Despite being an exotic product, the difference of years between the countries is not so high. This is due to the fact that it is a product which suffered already some adaptations to the occidental culture when it first arrived in the US. When being commercialized in the European countries, there was only the need to take the learning about the product. This is a practical example of how an exotic product from a culturally distant country continuously passes to countries which are culturally close (France to Spain, Spain to Portugal).

The motives for the consumption of a food or beverage fad are concerned about their taste. The quality and appreciation of the product is the most important for the costumer. About the situations of consumption, these products are more enjoyed when in group or when in places with more people.

Taking into account the results of this study, the possible future fads identified in the survey can be discussed. However, this study was made using practical cases of food and beverage. So the possible fads in the technology domain should not be discussed due to the marked differences between the two types of products.

The implementation of the exotic food in, for example, Portugal should be preceded of a study of the evolution of the exotic food sales and implementation in central Europe and, most importantly, in Spain. When implementing the product, it is not recommended to sell exclusively exotic food. The fact that we already have sushi in Portugal, depending on the type of exotic food, it can be gradually included in some menus. If an exotic product from a culturally distant country which is already being commercialize in a country with a close cultural distance, the implementation is easier and the exotic differentiation is still there. The product should have a good taste, presentation and have a trigger that differentiates it from the other products such as a different way of preparing or a distinctive way of eating. The perceived newness should be visible and undeniable, this will also help in the group differentiation of the consumers.

Once the cocktails seem to also be a next fad, the example of gin should be taken into account and the Spanish market should be analyzed in terms of sales and implementation. The inclusion of the product should be gradual and the trigger needs to be clear. The balloon glass of the gin is a good example, so the cocktails should have something that separates it from the gin to be differentiator. The implementation should be in night clubs with affluence of adults with around 30 years old because the trigger will be more appreciated by them and so the perceived newness.

The rediscover of old fads was also referred by some respondents as possible future fads. Old things adapted to the present days are considered to be a possible fad. The practical case of Gin, for example, some years ago Gin was already consumed but did not have the expressiveness that has today. The change of the presentation by using the balloon glass and the use of various ingredients in its preparation was a reinvention of the Gin. The reinventing old fads could be done in various categories of products.

These possible fads can be an interesting study to make for the next years.

This study had a limitation in terms of responses. This was due to a high number of missing values in the responses of the last page of personal information. The length of the

survey was approximately 10 minutes. However, maybe the concentration of so many personal questions in two pages, discouraged some respondents to continue. It would be more interesting if the level of responses was much higher. The conclusions of the survey in terms of demography, mapping of the first taste of fads, year of taste, among others would be more conclusive and allow to characterize fads implementation in other countries. This study was made using two practical cases of the industry of food and beverages. So its applicability to other types of products is limited.

As suggestion, further studies in this area should be conducted. In order to compare results between countries and verify that if, for example, what drives a Portuguese consumer is the same as a German consumer. The mapping of the first consumptions along the Europe is also very interesting to do.

This study concluded that to implement an international fad in Portugal, first there is the need to evaluate the fad in other countries which are culturally and geographically proximal, with special focus in Spain and France. When implementing the product, it should have a distinctive design with an appearance that makes the consumer perceive the product is unique and differentiator. The differentiation should be analyzed also taking into account the cultural distance. The higher the distance, the more exotic, which means higher differentiation. But in the moment of implementing it, if it is a real new product it requires more time and come adaptation as the example of the California roll when implementing sushi in the United States.

During the fad, if in other country there was some renovation of the product, it show be analyzed and planes for the product before it becomes undifferentiated. The consumption of a fad also depends on the gender and age of the individuals. So if the product is targeted for both males and females, the focus should be in a trigger or product differentiation that attracts males with less than 30 years, due to the influence that the newness factor has in this group of people.

The fad will last while it is still differentiator, after that there is a need to search for a new market where it can still be differentiator and acceptable. From the point of view of the fad importer, before the fad stops being differentiator, he needs to look for other different products. The products should be preferably exotic, from countries culturally distant, but are already being consumed in countries culturally close.

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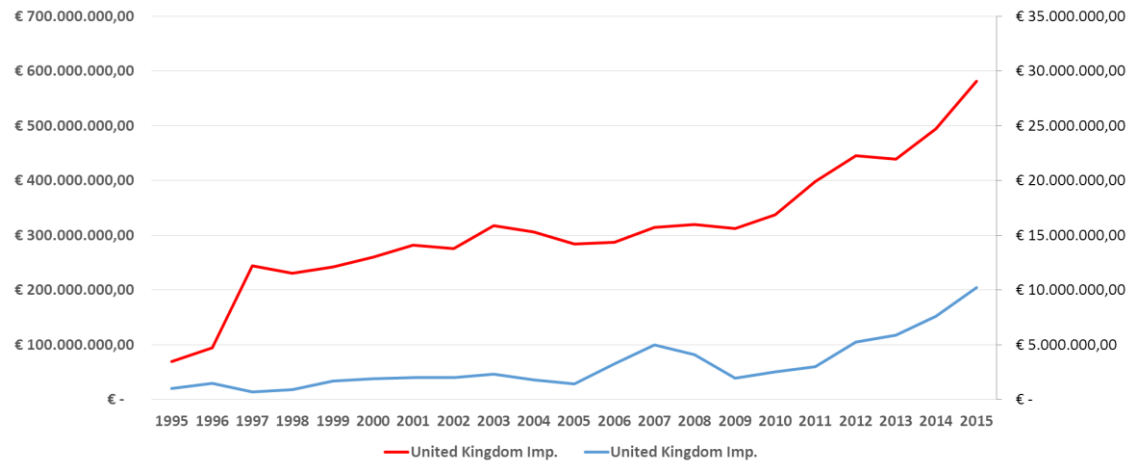
APPENDIX

Appendix A – Importations and Exportations of Gin and geneve of United Kingdom (source: Eurostat, 2016)

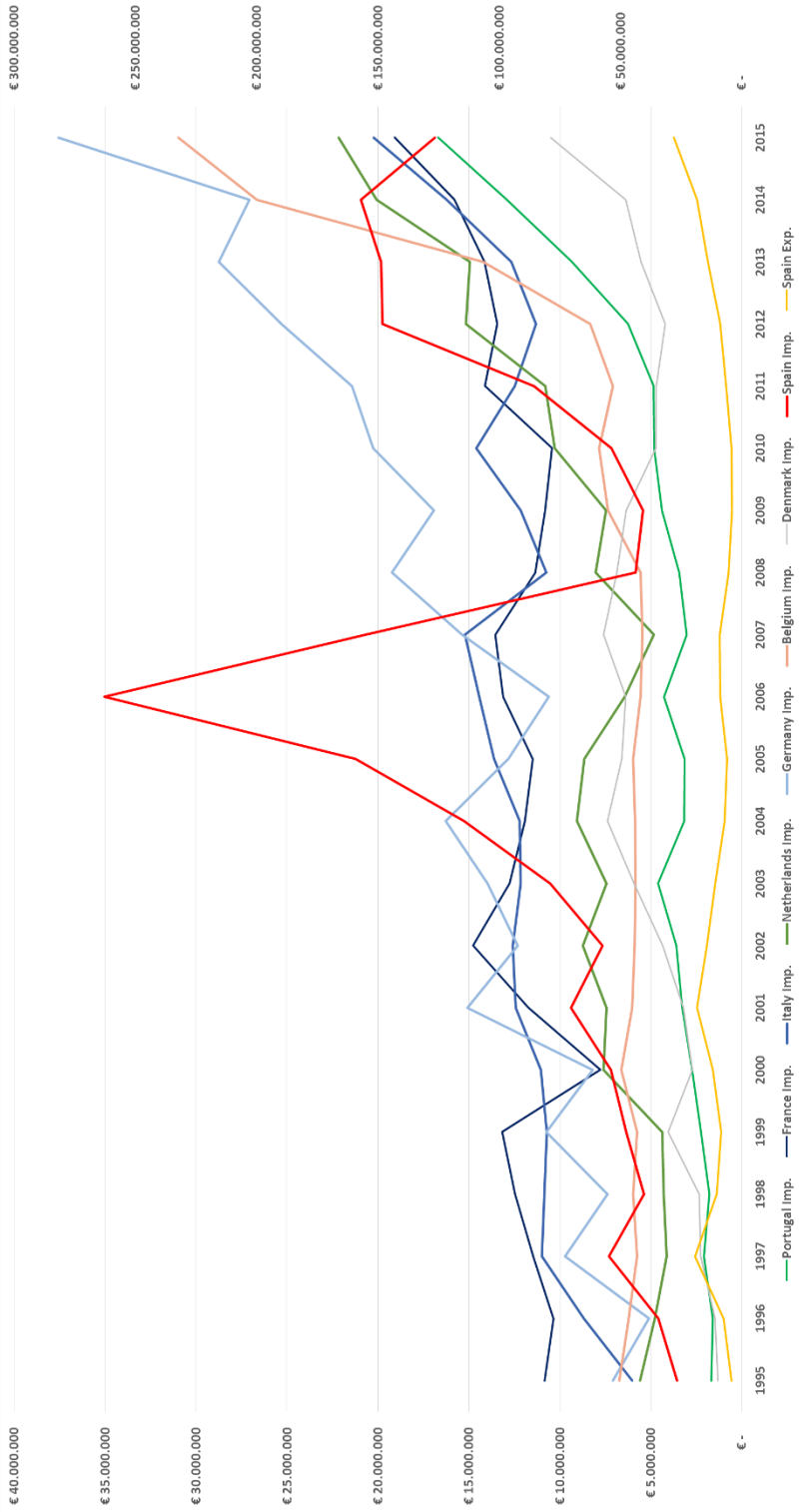
The Exports are measured in the primary axis, while the exports are measures in the secondary axis.



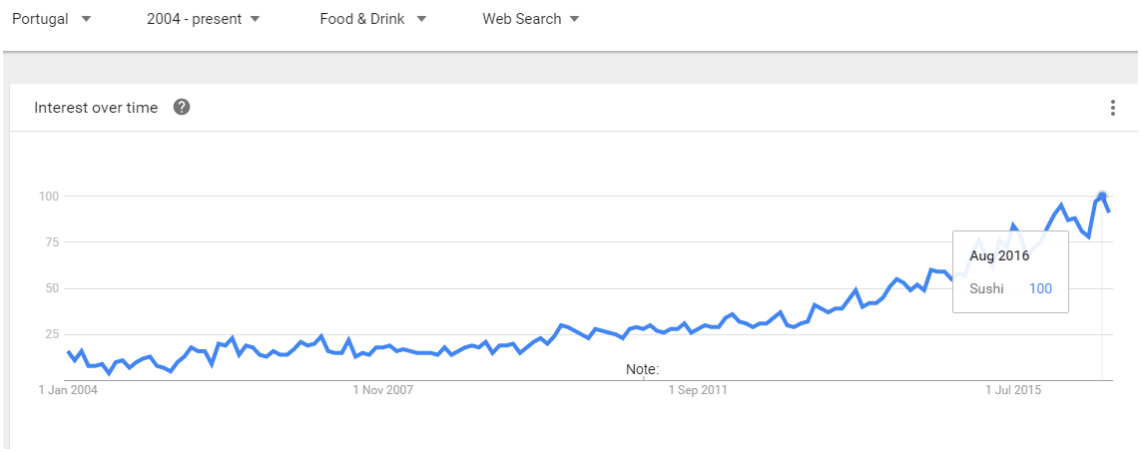
Appendix B - Importations and exportations of Gin and geneve of some EU countries (Eurostat, 2016).

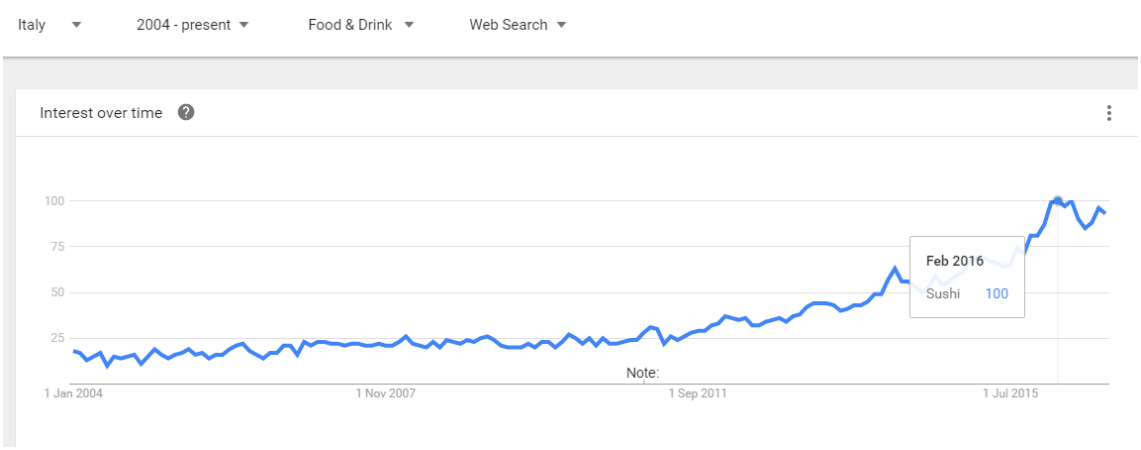
The importations of the following countries are measured in the primary axis: Portugal, France, Italy, Netherlands, Germany, Belgium, Denmark.

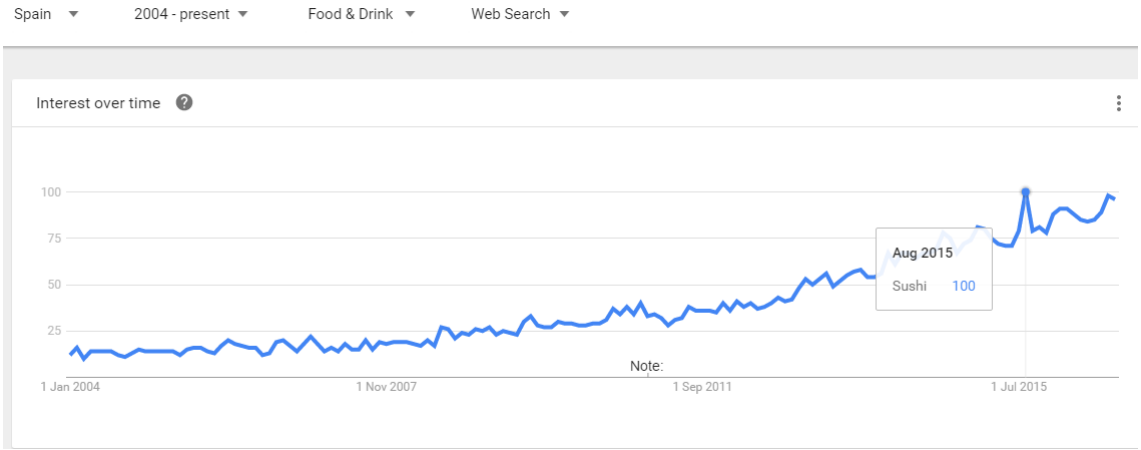
In the secondary axis, the importations and exprotations of Spain are measured.



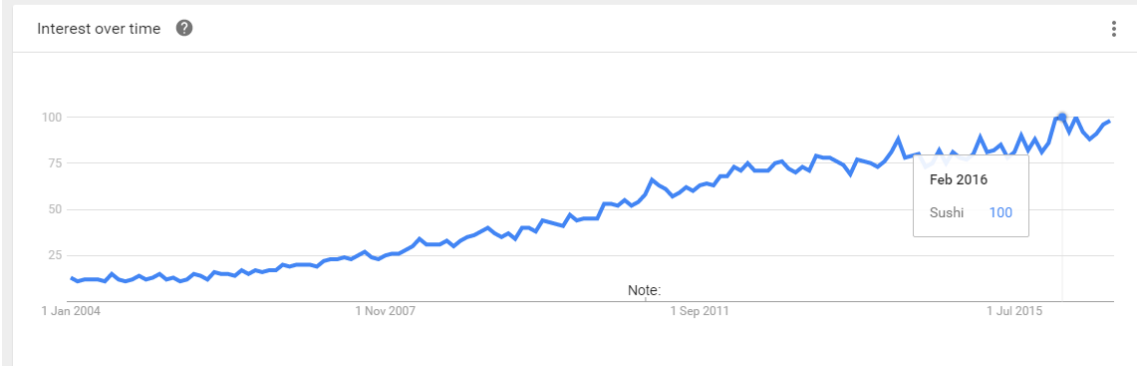
Appendix C – Trends of sushi searches in Google.



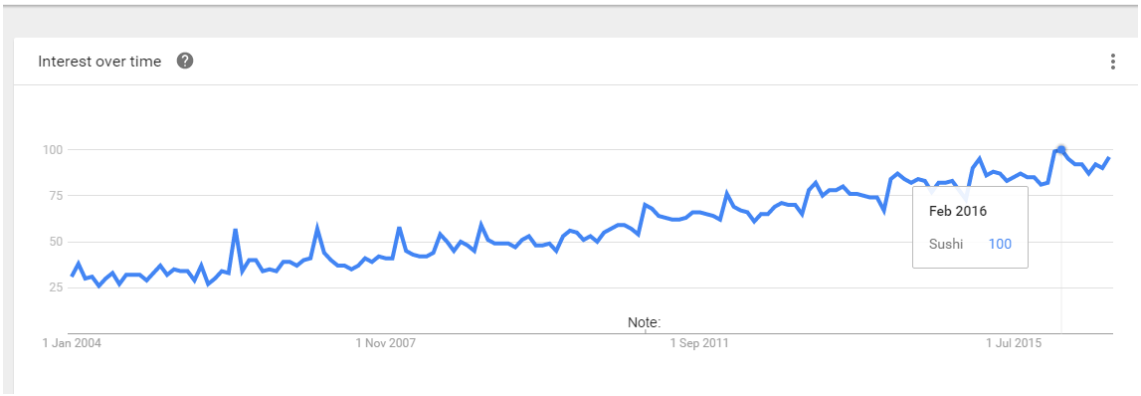




France 2004 - present Food & Drink Web Search



United Kingdom 2004 - present Food & Drink Web Search



Appendix D – Measurement scale of opinion leaders and opinion seekers (Bearden & Netemeyer, Handbook of Marketing Scales, 1999)

Opinion leadership items:

1 – My opinion on (PRODUCT CATEGORY) seems not to count with other people.

2 – When they choose a (PRODUCT CATEGORY), other people do not turn to me for advice.

3 – Other people rarely come to me for advice about choosing (PRODUCT CATEGORY).

4 – People that I know pick (PRODUCT CATEGORY) based on what I have told them.

5 – I often persuade others to buy the (PRODUCT CATEGORY) that I like.

6 – I often influence people's opinions about (PRODUCT CATEGORY).

Opinion seeking items:

1 – When I consider buying a (PRODUCT CATEGORY), I ask other people for advice.

2 – I don't like to talk to others before I buy (PRODUCT CATEGORY).

3 – I rarely ask other people what (PRODUCT CATEGORY) to buy.

4 – I like to get others' opinions before I buy a (PRODUCT CATEGORY).

5 – I feel more comfortable buying a (PRODUCT CATEGORY) when I have gotten other people's opinions on it.

6 – When choosing (PRODUCT CATEGORY), other people's opinions are not important to me.

Notes: Items 1 to 3 of opinion leadership require reverse scoring and items 2, 3 and 6 of opinion seeking also require reverse scoring.

Appendix E – Measurement of Uniqueness: desire for unique consumer products (Lynn & Harris, 1997).

Measurement scale items:

1 – I am very attracted to rare objects.

2 – I tend to be a fashion leader rather than a fashion follower.

3 – I am more likely to buy a product if it is scarce.

4 – I would prefer to have things custom-made than to have them ready-made.

5 – I enjoy having thins that others do not.

6 – I rarely pass up the opportunity to order custom features on the products I buy.

7 – I like to try new products and services before others do.

8 – I enjoy shopping at stores that carry merchandise that is different and unusual.

Appendix F – Measurement scale of interpersonal influence: consumer susceptibility to interpersonal influence (Bearden, Netemeyer, & Teel, 1989).

Measurement scale items:

1 - I often consult other people to help choose the best alternative available from a product class.

2 - If I want to be like someone, I often try to buy the same brands that they buy.

3 - It is important that others like the products and brands I buy.

4 - To make sure I buy the right product or brand, I often observe what others are buying and using.

5 - I rarely purchase the latest fashion styles until I am sure my friends approve of them.

6 - I often identify with other people by purchasing the same products and brands they purchase.

7 - If I have little experience with a product, I often ask my friends about the product.

8 - When buying products, I generally purchase those brands that I think others will approve of.

9 - I like to know what brands and products make good impressions on others.

10 - I frequently gather information from friends or family about a product before I buy.

11 - If other people can see me using a product, I often purchase the brand they expect me to buy.

12 - I achieve a sense of belonging by purchasing the same products and brands that others purchase.

Notes:

- The items that represent normative factors are: 2, 3, 5, 6, 8, 9, 11 and 12.
- The items that represent informational factors are: 1, 4, 7 and 10.

Appendix G – List of the questions organized by variables.

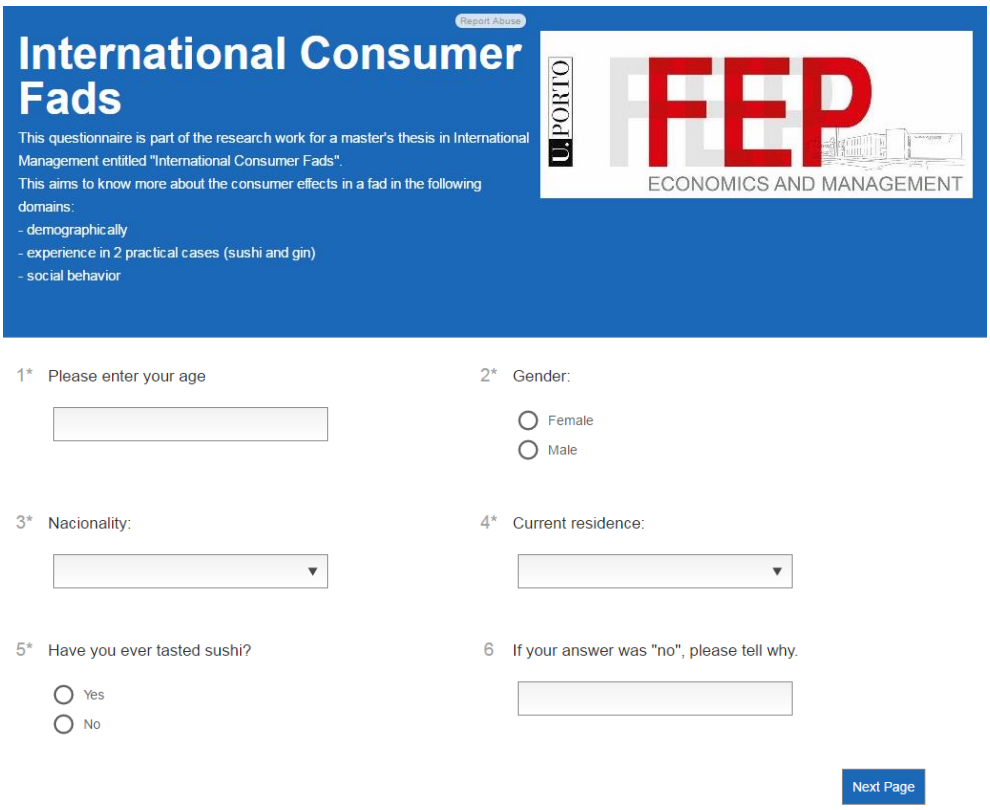
Variable (source)	Question
Age	Age
Gender	Gender
	Nationality
	Current residence
Sushi	Have you ever tasted sushi?
	No? Why?
	Which country did tasted sushi for the first time?
	In which year did you tasted sushi for the first time?
	When you first tasted sushi, did you thought it was na innovative product?
	Is sushi na innovative product nowadays?
	How frequently do you eat sushi?
	What drives you to eat sushi?
	In which types of situations do you eat sushi?
Gin	Have you ever tasted gin?
	No? Why?
	Which country did tasted gin for the first time?
	In which year did you tasted gin for the first time?
	When you first tasted gin, did you thought it was na innovative product?
	Is gin na innovative product nowadays?
	How frequently do you drink gin?
	What drives you to drink gin?
	In which types of situations do you drink gin?
Social Networks	Which social networks do you use?
	How many times per day do you access a social network?
Degree of newness	Changing the packaging is creating a new product.
	Changing way of presenting a product is creating a new product.
	A new product needs to be disruptive to others.
	A new product needs to be completly different than it was.
Adopter categories (Opinion Leaders and Seekers - Flynn et al., 1996)	My opinion on new products seems not to count with other people.
	When they choose a new product, other people do not turn to me for advice.
	Other People rarely come to me for advice about choosing a new product.
	People that i know pick a new product based on what i have told them.
	I often persuade others to buy the product that i like.
	I often influence people's opinion about a new product.
	When i consider buying a new product, I ask other people for advice.
	I don't like to talk to others before i buy a new product.
	I rarely ask other people which new product to buy.
	I like to get other's opinions before I buy a new product.
	I feel more confortable buying a new product when i have gotten other people's opinions on it
	When choosing a new product, other people's opinions are not important to me.
Group behavior	I got out in groups of 2 or 3 friends
	I like going out alone
	I go out in groups of 10 persons or more
	I prefer going out with my family

List of the questions of the survey (continued)

Variable (source)	Question
Group differentiation (Uniqueness - Lynn & Harris, 1997)	I am very attracted to rare objects
	I tend to be a fashion leader than a fashion follower
	I am more likely to buy a product if it is scarce
	I would prefer to have things custom-made than to have them ready-made
	I enjoyhaving things that others do not
	i rarely pass up the opportunity to order custom features on the products i buy
	i like to try new products and services before others do
	i enjoy shopping at stores that carry merchandise that is different and unusual
Herd Behavior (Banarjee, 1992; Melissa, 2005; Schrfstein & Stein, 1990; Becker & Murphy, 2001; Seiler et al., 2014)	I prefer restaurants that everyone talks about than others.
	I experience a new product after i see someone eat/drink it
	I prefer going to a bar with line at the door rather going to an empty one
	I experience a new product because i was advised by a friend to do it
	I prefer going to famous places rather new ones
Interpersonal influence (Interpersonal influence - Bearden et al., 1989)	I often consult other people to help choose the best alternative available from a product class
	If i want to be like someone, i often try to buy the same brands that they buy
	it is important that others like the products and brands that i buy
	To make sure i buy the right product or branc, i often observe what others are buying and using
	I rarely purchase the latest fashion styles until i am sure my friends approve of them
	i often identify with other people by purshasing the same products and brands they purchase
	if i have little experience with a product, i often ask my friends about the product
	when buying products, i generally purchase those brands that i think others will aprove of
	i like to know what brands and products make good impressions on others
	i frenquently gather information from friends or family about a product before i buy
	if other people can see me using a product, i often purchase the brand they expect me to buy
	i achieve a sense of belonging by purchasing the same products and brands that others purchase
Local adaptation	Sushi is similar to my country traditional food
	A person likes sushi from the first moment that tastes it
	Before trying sushi there is a need to gradually adapt to the taste of it
	In a group of 10 friends i go to restaurants with variety of plates
Trigger	I drink Tonic Gin because the baloon glass draws attention
	In a sushi restaurant i prefer seating at a table rather than seasting at the balcony
	I appreciate the moment of making a Tonic Gin
	For me the taste is more important than the presentation
Social Adaptation	I am a good judge of other people
	I can tell why people have acted the way they have in most situations
	I can talk to anybody about almost anything
	I can easily adjust to being in any social situation
	People can always read my emotions even if i try to cover them up
	I am often concerned about what others think of me
Future fad	What do you think will be the next fad in your country?

Appendix H – Print screen of the survey.

Page 1:



Page 2:

7* In which country did you tasted sushi for the first time?

8* In which year did you tasted sushi for the first time?

9* When you first tasted sushi, did you thought it was an innovative product?

- Yes
- No

10* Is sushi an innovative product nowadays?

- Yes
- No

11* How frenquently do you eat sushi?

12* What drives you to eat sushi?
(max. 3)

- The taste
- The beauty of the plates
- The lower price
- The higher price
- Post a photo on a social network
- Try what a friend advised
- It is fashion to eat sushi
- See the sushiman making the plates

Other (Please Specify)

13* In which type of situations do you eat sushi?
(max. 6)

- Business lunch
- Business dinner
- Lunch with friends
- Dinner with friends
- Vacation
- Anniversary
- Family meal
- At home (take away)
- At home (made on your own)
- Groups of 5 persons
- Groups of 10 persons
- Groups of 20 or more persons

Other (Please Specify)

Next Page

Page 3:

14* Have you ever tasted gin?

- Yes
- No

15 If your answer was "no", please tell why.

Next Page

Page 4:

16* In which country did you tasted gin for the first time?

17* In which year did you tasted gin for the first time?

18* When you first tasted gin, did you thought it was an innovative product?

- Yes
- No

19* Is gin an innovative product nowadays?

- Yes
- No

20* How frenquently do you drink gin?

21* What drives you to drink gin?
(max. 3)

- The taste
- The beauty of the glass
- The lower price
- The higher price
- Post a photo on a social network
- The variety of gins
- To see the the barman preparing it
- Duration of the beverage
- It is fashion to drink gin
- Its coolness
- Hot weather

Other (Please Specify)

22* In which type of situations do you drink gin?
(max. 6)

- Business lunch
- Business dinner
- Lunch with friends
- Dinner with friends
- Vacation
- Anniversary
- Family meal
- At a night out
- Afternoon
- At home (made by you)
- Alone
- Groups of 5 persons
- Groups of 10 persons
- Groups of 20 or more persons
- Event receptions
- Sunset parties

Other (Please Specify)

Next Page

Page 5:

23* Which social networks do you use?

- [ ] Facebook
- [ ] YouTube
- [ ] Twitter
- [ ] LinkedIn
- [ ] Pinterest
- [ ] Google Plus+
- [ ] Tumblr
- [ ] Instagram
- [ ] Reddit
- [ ] VK
- [ ] Flickr
- [ ] Vine

Other (Please Specify)

24* How many times per day do you access a social network?

25* Please evaluate the sentences below from "Strongly Disagree" to "Strongly Agree", according to your opinion.

	1 - Strongly Disagree	2 - Disagree	3 - Slightly Disagree	4 - Neutral	5 - Slightly Agree	6 - Agree	7 - Strongly Agree
In a group of 10 friends I prefer restaurants with a diversified menu	○	○	○	○	○	○	○
A product needs to be disruptive, to be considered as new.	○	○	○	○	○	○	○
Other people rarely come to me for advice about choosing a new product.	○	○	○	○	○	○	○
My opinion on new products seems not to count with other people.	○	○	○	○	○	○	○
Changing way of presenting a product is creating a new product	○	○	○	○	○	○	○
I often influence people's opinion about a new product.	○	○	○	○	○	○	○
I prefer going out with my family.	○	○	○	○	○	○	○
If other people can see me using a product, I often purchase the brand they expect me to buy	○	○	○	○	○	○	○
When I consider buying a new product, I ask other people for advice.	○	○	○	○	○	○	○

Page 5 (cont.):

I don't like to talk to others before I buy a new product.	○	○	○	○	○	○	○
I go out in groups of 10 persons or more.	○	○	○	○	○	○	○
I like to get other's opinions before I buy a new product.	○	○	○	○	○	○	○
When choosing a new product, other people's opinions are not important to me.	○	○	○	○	○	○	○
I go out in groups of 2 or 3 friends.	○	○	○	○	○	○	○
I am very attracted to rare objects.	○	○	○	○	○	○	○
I tend to be a fashion leader than a fashion follower.	○	○	○	○	○	○	○
I am more likely to buy a product if it is scarce.	○	○	○	○	○	○	○
I can easly adjust to being in any social situation.	○	○	○	○	○	○	○
I would prefer to have things custom-made than to have them ready-made.	○	○	○	○	○	○	○
I enjoy having things that others do not.	○	○	○	○	○	○	○
A new product needs to be ccompletly different than it was.	○	○	○	○	○	○	○
I often identify with other people by purshasing the same products and brands they purchase	○	○	○	○	○	○	○
I appreciate the moment of the barman making a Tonic Gin	○	○	○	○	○	○	○
I like to try new products and services before others do.	○	○	○	○	○	○	○
I enjoy shopping at stores that carry merchandise that is different and unnusual.	○	○	○	○	○	○	○
Sushi is similar to my country traditional food.	○	○	○	○	○	○	○
I prefer restaurants that everyone talks about than others.	○	○	○	○	○	○	○
In a sushi restaurant I prefer seating ar a table rather than seating at the balcony.	○	○	○	○	○	○	○
I often persuade others to buy the product that i like.	○	○	○	○	○	○	○

Next Page

Page 6:

Personal relations and perceptions

Evaluate the individual relations with others and also the social influences.

26* Please evaluate the sentences below from "Strongly Disagree" to "Strongly Agree", according to your opinion.

	1 - Strongly Disagree	2 - Disagree	3 - Slightly Disagree	4 - Neutral	5 - Slightly Agree	6 - Agree	7 - Strongly Agree
I experience a new product after I see someone eat/drink it.	○	○	○	○	○	○	○
When they choose a new product, other people do not turn to me for advice.	○	○	○	○	○	○	○
I prefer going to a bar with line at the door rather going to an empty one.	○	○	○	○	○	○	○
People that I know pick a new product based on what i have told them.	○	○	○	○	○	○	○
I rarely ask other people which new product to buy.	○	○	○	○	○	○	○
I like going out alone.	○	○	○	○	○	○	○
I feel more confortable buying a new product when i have gotten other people's opinions on it.	○	○	○	○	○	○	○
I prefer going to famous places rather new ones.	○	○	○	○	○	○	○
I often consult other people to help choose the best alternative available from a product class.	○	○	○	○	○	○	○
If i want to be like someone, I often try to buy the same brands that they buy.	○	○	○	○	○	○	○
It is important that others like the products and brands that I buy.	○	○	○	○	○	○	○
I am a good judge of other people.	○	○	○	○	○	○	○
I rarely purchase the latest fashion styles until I am sure my friends approve of them.	○	○	○	○	○	○	○
Changing the packaging is creating a new product.	○	○	○	○	○	○	○
If i have little experience with a product, I often ask my friends about the product.	○	○	○	○	○	○	○
Before trying sushi there is a need to gradually adapt to the taste of it.	○	○	○	○	○	○	○

Page 6 (cont.):

When buying products, I generally purchase those brands that i think others will approve of.	○	○	○	○	○	○	○
I rarely pass up the opportunity to order custom features on the products I buy.	○	○	○	○	○	○	○
I frequently gather information from friends or family about a product before I buy.	○	○	○	○	○	○	○
People can always read my emotions even if I try to cover them up.	○	○	○	○	○	○	○
I achieve a sense of belonging by purchasing the same products and brands taht others purchase.	○	○	○	○	○	○	○
A person likes sushi from the first moment that tastes it.	○	○	○	○	○	○	○
To make sure I buy the right product or brand, I often observe what others are buying and using.	○	○	○	○	○	○	○
I drink Tonic Gin because the baloon glass draws attention.	○	○	○	○	○	○	○
I can tell why people have acted the way they have in most situations.	○	○	○	○	○	○	○
I experience a new product because I was advised by a friend to do it.	○	○	○	○	○	○	○
I can talk to anybody about almost anything.	○	○	○	○	○	○	○
For me the taste is more important than the presentation.	○	○	○	○	○	○	○
I like to know what brands and products make good impressions on others.	○	○	○	○	○	○	○
I am often concerned about what others think of me.	○	○	○	○	○	○	○

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One last question :)
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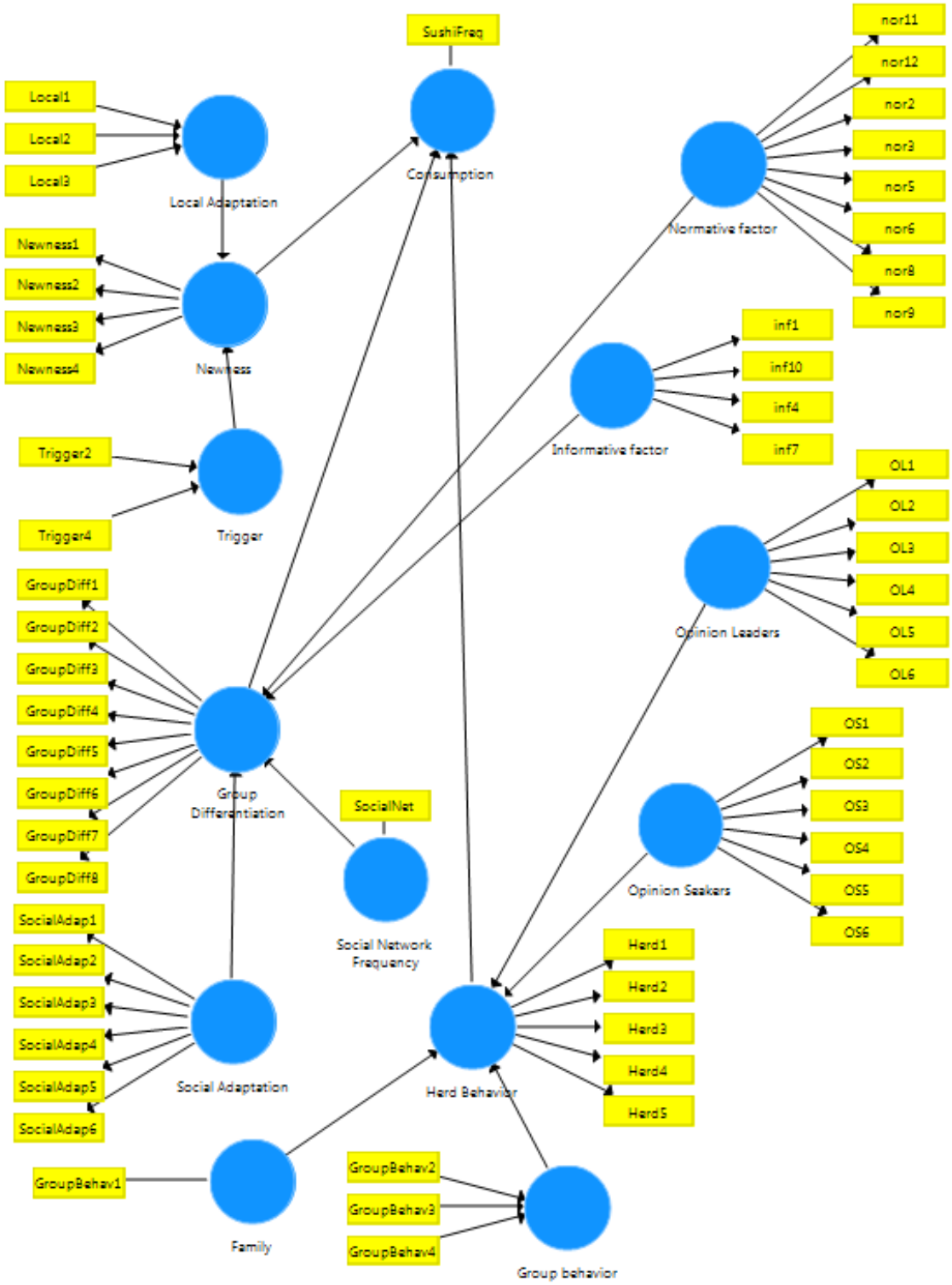
27 In your opinion, what will be the next fad/fashion? Why?
28 If you want to receive the results, please enter your e-mail address.
Finish Survey

Appendix I – Table with the variables used in the Model (The ones colored with yellow have reverse score)

Question	Variable
Have you ever tasted Gin? (yes/no)	Gin
How frequently do you drink Gin?	GinFreq
I prefer going out with my family.	GroupBehav1
I go out in groups of 10 persons or more.	GroupBehav2
I go out in groups of 2 or 3 friends.	GroupBehav3
I like going out alone.	GroupBehav4
I am very attracted to rare objects.	GroupDiff1
I tend to be a fashion leader than a fashion follower.	GroupDiff2
I am more likely to buy a product if it is scarce.	GroupDiff3
I would prefer to have things custom-made than to have them ready-made.	GroupDiff4
I enjoy having things that others do not.	GroupDiff5
I like to try new products and services before others do.	GroupDiff6
I enjoy shopping at stores that carry merchandise that is different and unusual.	GroupDiff7
I rarely pass up the opportunity to order custom features on the products I buy.	GroupDiff8
I prefer restaurants that everyone talks about than others.	Herd1
I experience a new product after I see someone eat/drink it.	Herd2
I prefer going to a bar with line at the door rather going to an empty one.	Herd3
I prefer going to famous places rather new ones.	Herd4
I experience a new product because I was advised by a friend to do it.	Herd5
I often consult other people to help choose the best alternative available from a product class.	inf1
To make sure I buy the right product or brand, I often observe what others are buying and using.	inf4
If I have little experience with a product, I often ask my friends about the product.	inf7
I frequently gather information from friends or family about a product before I buy.	inf10
Sushi is similar to my country traditional food.	Local1
Before trying sushi there is a need to gradually adapt to the taste of it.	Local2
A person likes sushi from the first moment that tastes it.	Local3
A product needs to be disruptive, to be considered as new.	Newness1
Changing way of presenting a product is creating a new product	Newness2
A new product needs to be completely different than it was.	Newness3
Changing the packaging is creating a new product.	Newness4
If I want to be like someone, I often try to buy the same brands that they buy.	nor2
It is important that others like the products and brands that I buy.	nor3

Question	Variable
I rarely purchase the latest fashion styles until I am sure my friends approve of them.	nor5
I often identify with other people by purchasing the same products and brands they purchase	nor6
When buying products, I generally purchase those brands that I think others will approve of.	nor8
I like to know what brands and products make good impressions on others.	nor9
If other people can see me using a product, I often purchase the brand they expect me to buy	nor11
I achieve a sense of belonging by purchasing the same products and brands that others purchase.	nor12
My opinion on new products seems not to count with other people.	OL1
When they choose a new product, other people do not turn to me for advice.	OL2
Other people rarely come to me for advice about choosing a new product.	OL3
People that I know pick a new product based on what I have told them.	OL4
I often persuade others to buy the product that I like.	OL5
I often influence people's opinion about a new product.	OL6
When I consider buying a new product, I ask other people for advice.	OS1
I don't like to talk to others before I buy a new product.	OS2
I rarely ask other people which new product to buy.	OS3
I like to get other's opinions before I buy a new product.	OS4
I feel more comfortable buying a new product when I have gotten other people's opinions on it.	OS5
When choosing a new product, other people's opinions are not important to me.	OS6
I can easily adjust to being in any social situation.	SocialAdap1
I am a good judge of other people.	SocialAdap2
People can always read my emotions even if I try to cover them up.	SocialAdap3
I can tell why people have acted the way they have in most situations.	SocialAdap4
I can talk to anybody about almost anything.	SocialAdap5
I am often concerned about what others think of me.	SocialAdap6
How frequently do you access a social network?	SocialNet
Have you ever tasted Sushi? (yes/no)	Sushi
How frequently do you eat sushi?	SushiFreq
I appreciate the moment of the barman making a Tonic Gin	Trigger1
In a sushi restaurant I prefer seating at a table rather than seating at the balcony.	Trigger2
I drink Tonic Gin because the balloon glass draws attention.	Trigger3
For me the taste is more important than the presentation.	Trigger4

Appendix J – Initial model used in the SmartPLS software (example for sushi consumption).



Appendix K – Social Adaptation factor reduction in SPSS.

By running the 6 items related to the variable Social Adaptation in the SPSS factor reduction there can be seen below that with this results there were 2 components detected. There can be seen that both components "SocialAdap3" and "SocialAdap6" do not seem to be related to the other 4 items.

Rotated Component Matrix[a]

	Component	
	1	2
SocialAdap1	,698	,170
SocialAdap2	,684	-,034
SocialAdap3	-,029	,709
SocialAdap4	,682	-,180
SocialAdap5	,745	,156
SocialAdap6	,075	,675

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

After running the Reliability test for the same items in order to know which would be the value of the Cronbach's Alpha if some of the items were excluded, the results were the following:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SocialAdap1	21,12	14,810	,408	,212	,365
SocialAdap2	21,69	16,088	,344	,185	,407
SocialAdap3	22,18	18,122	,032	,009	,568
SocialAdap4	21,68	16,755	,304	,167	,428
SocialAdap5	21,70	13,339	,437	,257	,330
SocialAdap6	22,26	17,503	,081	,020	,542

It confirms that the "SocialAdap3" and "SocialAdap6" correlation to the others is lower when comparing to the other items. So if they were deleted, the Cronbach's Alpha would be better. The one which has more positive impact in the Cronbach's Alpha if deleted is the "SocialAdap3", so if deleted the Cronbach's Alpha would be 0,568. . It is

still not enough and, as it can be seen below, we would still have two components. The reliability test still indicates that if the "SocialAdap6" item is deleted, the Alpha would be higher (0,658):

Rotated Component Matrix[a]

	Component	
	1	2
SocialAdap1	,699	,146
SocialAdap2	,698	-,132
SocialAdap4	,674	-,072
SocialAdap5	,739	,197
SocialAdap6	,025	,975

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

So after deleting the item "SocialAdap6", the reliability test was done again and the result for the Cronbach's Alpha was 0,658 as it can be seen below:

Reliability statistics

Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	N de Items
,658	,660	4

Appendix L – Newness factor reduction in SPSS.

By running the 4 questions related to the variable Newness in the SPSS factor reduction there can be seen below that with this results there were 2 components detected. There can be seen that both components "Newness1" and "Newness2" do not seem to be related to the other 2 items.

Rotated Component Matrix[a]

	Component	
	1	2
Newness1	,089	,833
Newness2	,823	-,170
Newness3	-,216	,763
Newness4	,855	,048

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

After running the Reliability test for the same items in order to know which would be the value of the Cronbach's Alpha if some of them were excluded, the results were the following:

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Newness1	10,78	8,143	,123	,091	,108
Newness2	11,23	8,179	,076	,221	,175
Newness3	11,22	9,372	-,023	,123	,302
Newness4	12,10	7,497	,209	,197	-,017[a]

a. The value is negative due to a negative mean covariance between items. This violates the assumptions of the model reliability. It is possible to check the item coding.

If the item "Newness3" would be deleted, the Cronbach's Alpha would be 0,302. It is still not enough and, as it can be seen below, we would still have two components. The reliability test indicates that if the "Newness1" item is deleted, the Alpha would be higher (0,609):

Rotated Component Matrix[a]

	Component	
	1	2
Newness1	-,018	,993
Newness2	,843	-,125
Newness4	,853	,090

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

So after deleting the item "Newness1", the reliability test was done again and the result for the Cronbach's Alpha was 0,609 as it can be seen below:

Reliability statistics

Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	N de Items
,609	,610	2

Appendix M – Group Differentiation AVE improve.

By running the 8 items related to the variable "Group Differentiation" in the SPSS reliability analyzes, the results are displayed in a table which includes a column with the value of the scale variance if a certain item is deleted. As shown below, the highest value in this column is the of the Item "GroupDiff8":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
GroupDiff1	27,55	39,432	,528	,358	,713
GroupDiff2	28,38	41,518	,449	,285	,728
GroupDiff3	28,03	39,147	,515	,393	,715
GroupDiff4	27,34	43,774	,357	,163	,744
GroupDiff5	27,04	40,801	,462	,338	,726
GroupDiff6	27,25	39,218	,552	,364	,709
GroupDiff7	26,73	40,157	,515	,289	,716
GroupDiff8	28,01	46,261	,212	,093	,767

By removing the Item "GroupDiff8" from the SmartPLS model, the value increased from 0,368 to 0,414 (<0,5) but is not enough. There is the need to remove also the item "GroupDiff4":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
GroupDiff1	24,08	34,204	,534	,356	,728
GroupDiff2	24,91	36,661	,422	,268	,751
GroupDiff3	24,57	33,515	,546	,391	,725
GroupDiff4	23,87	38,693	,335	,147	,766
GroupDiff5	23,57	35,091	,491	,336	,737
GroupDiff6	23,78	34,044	,555	,362	,724
GroupDiff7	23,26	34,940	,517	,288	,732

By removing the Item "GroupDiff4" from the SmartPLS model, the value increased from 0,414 to 0,455 (<0,5) but is not enough. There is the need to remove also the item "GroupDiff2":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
GroupDiff1	19,94	27,997	,507	,333	,733
GroupDiff2	20,77	29,897	,418	,267	,755
GroupDiff3	20,43	27,091	,539	,386	,724
GroupDiff5	19,43	28,008	,519	,332	,730
GroupDiff6	19,64	27,372	,563	,358	,718
GroupDiff7	19,12	28,387	,510	,277	,732

By removing the Item "GroupDiff2" from the SmartPLS model, the value increased from 0,455 to 0,501 which satisfies the minimum of 0,5.

Appendix N - Informative factor AVE improve.

By running the 4 items related to the variable "Informative factor" in the SPSS reliability analyzes, the results are displayed in a table which includes a column with the value of the scale variance if a certain item is deleted. As shown below, the highest value in this column is the Item "inf7":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
inf1	12,92	9,458	,625	,448	,619
inf4	14,22	9,763	,405	,208	,750
inf7	12,50	10,533	,489	,350	,693
inf10	13,28	8,710	,607	,376	,621

By removing the Item "inf7" from the SmartPLS model, the value increased from 0,477 to 0,510 which satisfies the minimum of 0,5.

Appendix O – Normative factor AVE improve.

By running the 8 items related to the variable "Normative factor" in the SPSS reliability analyzes, the results are displayed in a table which includes a column with the value of the scale variance if a certain item is deleted. As shown below, the highest value in this column is the Item "nor11":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
nor2	19,75	49,908	,608	,467	,836
nor3	19,37	46,770	,736	,614	,820
nor5	19,90	54,052	,504	,351	,848
nor6	18,97	49,788	,572	,410	,841
nor8	19,36	48,217	,710	,539	,824
nor9	18,15	50,732	,497	,316	,851
nor11	19,96	54,336	,430	,222	,855
nor12	19,58	47,724	,727	,565	,822

By removing the Item "nor11" from the SmartPLS model, the value increased from 0,483 to 0,517 which satisfies the minimum of 0,5.

Appendix P – Opinion Leaders AVE improve.

By running the 6 items related to the variable "Normative factor" in the SPSS reliability analyzes, the results are displayed in a table which includes a column with the value of the scale variance if a certain item is deleted. As shown below, the highest value in this column is the Item "OL4":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
OL1	21,80	18,360	,640	,516	,694
OL2	22,36	20,456	,540	,349	,724
OL3	22,35	17,567	,582	,450	,711
OL4	22,73	22,013	,421	,264	,751
OL5	22,84	21,544	,314	,145	,783
OL6	22,19	19,746	,592	,387	,711

By removing the Item "OL4" from the SmartPLS model, the value increased from 0,413 to 0,467 (<0,5) but is not enough. There is the need to remove also the item "OL5":

Total-Item Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
OL1	17,68	13,670	,668	,516	,650
OL2	18,24	15,647	,550	,346	,699
OL3	18,23	12,869	,615	,449	,669
OL5	18,72	17,161	,261	,081	,798
OL6	18,07	15,474	,546	,307	,699

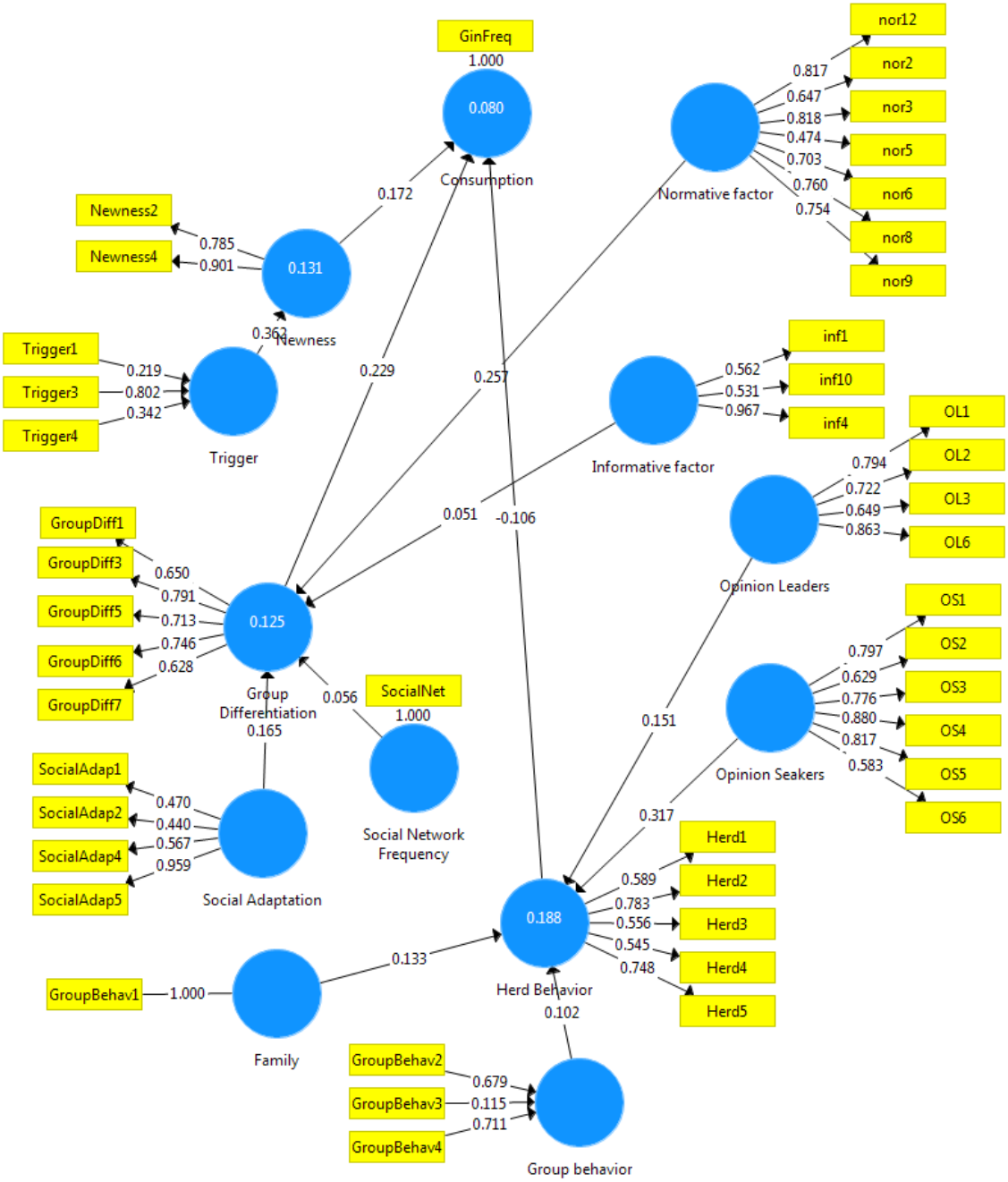
By removing the Item "OL5" from the SmartPLS model, the value increased from 0,467 to 0,581 which satisfies the minimum of 0,5.

Appendix Q – Discriminant validity.

	Consumption	Family	Group Differentiation	Group behavior	Herd Behavior	Informative fact	Local Adaptatio	Newness	Normative factor	Opinion Leaders	Opinion Seekers	Social Adaptatio	Social Network Frequency	Trigger
Consumption	1.000													
Family	0.018	1.000												
Group Differentiation	0.180	-0.167	0.708											
Group behavior	-0.002	-0.214	0.151											
Herd Behavior	0.045	0.053	0.451	0.237	0.652									
Informative factor	-0.023	-0.135	0.231	0.316	0.403	0.714								
Local Adaptation	-0.022	0.119	-0.012	-0.029	0.060	-0.018								
Newness	0.103	0.016	0.162	0.020	0.143	-0.053	0.263	0.844						
Normative factor	0.116	-0.024	0.302	0.175	0.538	0.618	0.166	0.054	0.719					
Opinion Leaders	0.274	-0.099	0.334	0.231	0.242	0.159	-0.019	0.102	0.193	0.762				
Opinion Seekers	0.009	-0.135	0.028	0.405	0.378	0.436	-0.166	-0.111	0.192	0.249	0.755			
Social Adaptation	0.230	-0.003	0.180	-0.067	0.035	0.027	-0.004	-0.060	0.045	0.280	0.058	0.641		
Social Network Frequency	0.114	-0.070	0.108	0.202	0.016	0.159	-0.015	-0.042	0.083	0.132	0.304	0.082	1.000	
Trigger	0.088	0.038	0.152	0.080	0.217	0.105	0.175	0.173	0.103	0.011	0.127	-0.141	0.079	

Appendix R – Gin consumption model.

Model:



Results for reliability and convergent validity.

Variable	Type of indicator	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Consumption	Reflective	1.000	1.000	1.000
Family	Reflective	1.000	1.000	1.000
Group Differentiation	Reflective	0.754	0.833	0.501
Group behavior	Formative	N/A	N/A	N/A
Herd Behavior	Reflective	0.669	0.783	0.425
Informative factor	Reflective	0.698	0.743	0.511
Newness	Reflective	0.610	0.833	0.714
Normative factor	Reflective	0.856	0.880	0.517
Opinion Leaders	Reflective	0.799	0.845	0.580
Opinion Seakers	Reflective	0.855	0.886	0.569
Social Adaptation	Reflective	0.660	0.717	0.414
Social Network Frequency	Reflective	1.000	1.000	1.000
Trigger	Formative	N/A	N/A	N/A

Discriminant validity:

	Consumption	Family	Group Differentiation	Group behavior	Herd Behavior	Informative fac	Newness	Normative facto	Opinion Leader	Opinion Seaker	Social Adaptati	Social Network Frequency	Trigger
Consumption	1.000												
Family	-0.249	1.000											
Group Differentiation	0.212	-0.173	0.708										
Group behavior	0.086	-0.215	0.134										
Herd Behavior	0.016	0.053	0.427	0.237	0.652								
Informative factor	0.027	-0.131	0.224	0.315	0.401	0.715							
Newness	0.195	0.016	0.163	0.018	0.143	-0.054	0.845						
Normative factor	-0.100	-0.026	0.302	0.173	0.537	0.618	0.055	0.719					
Opinion Leaders	0.115	-0.099	0.307	0.231	0.240	0.156	0.103	0.192	0.761				
Opinion Seakers	0.048	-0.135	0.009	0.405	0.378	0.430	-0.112	0.190	0.249	0.754			
Social Adaptation	0.124	-0.010	0.186	-0.064	0.047	0.035	-0.062	0.059	0.276	0.066	0.643		
Social Network Frequency	-0.024	-0.070	0.097	0.203	0.016	0.158	-0.043	0.082	0.133	0.304	0.073	1000	
Trigger	0.025	0.047	0.237	0.062	0.328	0.170	0.362	0.281	0.101	0.036	-0.073	0.122	

Appendix S – Gender: Moderating variable results.

Results of Sushi model moderated by Female Gender:

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.107	0.104	0.127	0.843
B	Group Differentiation -> Consumption	0.112	0.114	0.158	0.708
C2	Group behavior -> Herd Behavior	0.088	0.150	0.178	0.491
C	Herd Behavior -> Consumption	-0.072	-0.074	0.165	0.437
B3	Informative factor -> Group Differentiation	0.239	0.083	0.262	0.911
A1	Local Adaptation -> Newness	-0.233	-0.143	0.306	0.760
A	Newness -> Consumption	0.034	0.041	0.130	0.257
B4	Normative factor -> Group Differentiation	0.133	0.187	0.161	0.828
C4	Opinion Leaders -> Herd Behavior	0.317	0.326	0.119	2.665
C3	Opinion Seekers -> Herd Behavior	0.302	0.304	0.167	1.807
B1	Social Adaptation -> Group Differentiation	0.234	0.226	0.236	0.993
B2	Social Network Frequency -> Group Differentiation	-0.024	0.008	0.092	0.261
A2	Trigger -> Newness	0.197	0.113	0.236	0.833

Results of Sushi model moderated by Male Gender:

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.100	0.109	0.117	0.860
B	Group Differentiation -> Consumption	0.285	0.262	0.120	2.385
C2	Group behavior -> Herd Behavior	0.167	0.225	0.156	1.068
C	Herd Behavior -> Consumption	-0.034	0.007	0.160	0.213
B3	Informative factor -> Group Differentiation	0.054	0.097	0.145	0.374
A1	Local Adaptation -> Newness	0.322	0.236	0.293	1.099
A	Newness -> Consumption	0.118	0.126	0.117	1.009
B4	Normative factor -> Group Differentiation	0.396	0.355	0.201	1.967
C4	Opinion Leaders -> Herd Behavior	0.240	-0.029	0.256	0.937
C3	Opinion Seekers -> Herd Behavior	0.357	0.359	0.109	3.286
B1	Social Adaptation -> Group Differentiation	0.083	0.107	0.181	0.461
B2	Social Network Frequency -> Group Differentiation	0.097	0.086	0.156	0.625
A2	Trigger -> Newness	0.071	0.115	0.154	0.458

Results of Gin model moderated by Female Gender:

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.107	0.099	0.122	0.879
B	Group Differentiation -> Consumption	0.048	0.042	0.161	0.300
C2	Group behavior -> Herd Behavior	0.087	0.146	0.175	0.498
C	Herd Behavior -> Consumption	-0.068	-0.052	0.148	0.459
B3	Informative factor -> Group Differentiation	0.241	0.063	0.273	0.884
A	Newness -> Consumption	0.089	0.085	0.115	0.774
B4	Normative factor -> Group Differentiation	0.135	0.192	0.165	0.818
C4	Opinion Leaders -> Herd Behavior	0.317	0.331	0.117	2.717
C3	Opinion Seakers -> Herd Behavior	0.301	0.292	0.160	1.876
B1	Social Adaptation -> Group Differentiation	0.237	0.223	0.243	0.977
B2	Social Network Frequency -> Group Differentiation	-0.020	0.002	0.098	0.200
A2	Trigger -> Newness	0.472	0.490	0.113	4.162

Results of Gin model moderated by Male Gender:

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.098	0.111	0.113	0.868
B	Group Differentiation -> Consumption	0.311	0.308	0.115	2.713
C2	Group behavior -> Herd Behavior	0.156	0.210	0.162	0.968
C	Herd Behavior -> Consumption	0.014	0.027	0.142	0.101
B3	Informative factor -> Group Differentiation	0.048	0.083	0.149	0.324
A	Newness -> Consumption	0.238	0.246	0.102	2.326
B4	Normative factor -> Group Differentiation	0.382	0.371	0.171	2.237
C4	Opinion Leaders -> Herd Behavior	0.237	-0.024	0.262	0.907
C3	Opinion Seakers -> Herd Behavior	0.356	0.361	0.107	3.346
B1	Social Adaptation -> Group Differentiation	0.095	0.111	0.171	0.559
B2	Social Network Frequency -> Group Differentiation	0.093	0.078	0.158	0.590
A2	Trigger -> Newness	0.276	0.352	0.132	2.081

Appendix T – Age: Moderating variable results.

Results of Sushi model moderated by Age (<30):

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.286	0.286	0.125	2.283
B	Group Differentiation -> Consumption	0.160	0.149	0.133	1.202
C2	Group behavior -> Herd Behavior	0.254	0.250	0.157	1.616
C	Herd Behavior -> Consumption	-0.022	0.004	0.132	0.169
B3	Informative factor -> Group Differentiation	-0.044	0.008	0.140	0.317
A1	Local Adaptation -> Newness	-0.194	-0.130	0.243	0.800
A	Newness -> Consumption	0.055	0.071	0.120	0.457
B4	Normative factor -> Group Differentiation	0.384	0.321	0.182	2.108
C4	Opinion Leaders -> Herd Behavior	0.212	0.234	0.099	2.150
C3	Opinion Seekers -> Herd Behavior	0.220	0.234	0.131	1.685
B1	Social Adaptation -> Group Differentiation	0.234	0.189	0.224	1.047
B2	Social Network Frequency -> Group Differentiation	0.152	0.138	0.122	1.243
A2	Trigger -> Newness	0.190	0.196	0.151	1.263

Results of Sushi model moderated by Age (>=30):

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	-0.050	-0.029	0.126	0.393
B	Group Differentiation -> Consumption	0.246	0.262	0.147	1.667
C2	Group behavior -> Herd Behavior	0.280	0.200	0.284	0.987
C	Herd Behavior -> Consumption	-0.080	-0.064	0.181	0.444
B3	Informative factor -> Group Differentiation	-0.191	0.012	0.233	0.818
A1	Local Adaptation -> Newness	0.463	0.375	0.320	1.448
A	Newness -> Consumption	0.113	0.106	0.134	0.844
B4	Normative factor -> Group Differentiation	0.190	0.251	0.180	1.055
C4	Opinion Leaders -> Herd Behavior	-0.348	-0.236	0.274	1.271
C3	Opinion Seekers -> Herd Behavior	0.308	0.331	0.130	2.381
B1	Social Adaptation -> Group Differentiation	0.427	0.269	0.346	1.234
B2	Social Network Frequency -> Group Differentiation	-0.073	-0.072	0.161	0.453
A2	Trigger -> Newness	0.003	0.037	0.121	0.022

Results of Gin model moderated by Age (<30):

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	0.299	0.289	0.125	2.385
B	Group Differentiation -> Consumption	0.140	0.116	0.132	1.063
C2	Group behavior -> Herd Behavior	0.256	0.255	0.168	1.518
C	Herd Behavior -> Consumption	-0.132	-0.112	0.151	0.872
B3	Informative factor -> Group Differentiation	-0.038	0.022	0.149	0.258
A	Newness -> Consumption	0.125	0.132	0.101	1.246
B4	Normative factor -> Group Differentiation	0.379	0.343	0.158	2.397
C4	Opinion Leaders -> Herd Behavior	0.206	0.211	0.095	2.166
C3	Opinion Seakers -> Herd Behavior	0.215	0.246	0.130	1.655
B1	Social Adaptation -> Group Differentiation	0.237	0.202	0.210	1.129
B2	Social Network Frequency -> Group Differentiation	0.145	0.127	0.123	1.181
A2	Trigger -> Newness	0.390	0.412	0.107	3.644

Results of Sushi model moderated by Age (>=30):

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
C1	Family -> Herd Behavior	-0.051	-0.023	0.126	0.403
B	Group Differentiation -> Consumption	0.346	0.325	0.153	2.256
C2	Group behavior -> Herd Behavior	0.277	0.213	0.284	0.977
C	Herd Behavior -> Consumption	-0.112	-0.102	0.140	0.797
B3	Informative factor -> Group Differentiation	-0.172	-0.012	0.221	0.777
A	Newness -> Consumption	0.275	0.272	0.121	2.270
B4	Normative factor -> Group Differentiation	0.190	0.249	0.158	1.205
C4	Opinion Leaders -> Herd Behavior	-0.350	-0.251	0.278	1.262
C3	Opinion Seakers -> Herd Behavior	0.308	0.310	0.141	2.186
B1	Social Adaptation -> Group Differentiation	0.426	0.228	0.384	1.110
B2	Social Network Frequency -> Group Differentiation	-0.066	-0.052	0.156	0.423
A2	Trigger -> Newness	0.403	0.472	0.113	3.573

Appendix U – Frequency of consumption (per model simulation).

Average frequency of consumption of each model simulation:

			Sushi	Gin
Inicial model			1,83	1,97
Moderating variables	Gender	Male	1,85	2,23
		Female	2,00	1,57
	Age	≤ 29 years old	1,85	1,81
		≥ 30 years old	2,06	1,96

The frequency of consumption is classified according to the following:

	Points
Less than once per year	1
Every two months	2
Every month	3
Every week	4
2 days per week	5
Everyday	6